

**MYSTUDIO®**  
HD RECORDING STUDIOS



**FOR IMMEDIATE RELEASE**

## **MYSTUDIO HD RECORDING STUDIOS PARTNERS WITH HARD ROCK FOR NATIONAL LAUNCH**

*Studio One to Bring Its Revolutionary MyStudio Technology to Hard Rock Locations Across the Country*

**Los Angeles, CA (September 4, 2012)** -- Studio One Media, Inc. (OTCBB: SOMD, [SOMD.OB](#), and SOMD.QB-News) today announced that it has partnered with globally recognized Hard Rock International to open its revolutionary [MyStudio®](#) HD Recording Studios at multiple Hard Rock locations. Initial locations are currently slated to open this month at the [Hard Rock Café in Las Vegas, Nevada](#), [Hard Rock Café in Chicago, Illinois](#) and [Seminole Hard Rock Hotel Casino in Hollywood, Florida](#). Details on additional locations will be announced soon.

"In the day and age when technology is paramount, the launch of our partnership with MyStudio is very exciting. Not only will the studios virally possess the capabilities of bringing millions of people together across the globe, but it is a perfect marriage for a brand that was built on the power of music," said John Galloway, Chief Marketing Officer of Hard Rock International. "This dynamic tool will provide access to music, create memories and provide a direct connection for talented individuals to achieve potential stardom."

"We are excited to partner with the iconic Hard Rock International group. Hard Rock is committed to innovation and MyStudio will provide a multitude of new and unique interactive entertainment opportunities for visitors at the select locations," said Larry Ryckman, President & CEO of MyStudio, Inc. "We expect our partnership to generate new marketing, promotional and revenue opportunities for both companies while creating substantial social media content."

Studio One has partnered with some of the biggest names in the entertainment industry including a multi-year partnership to host auditions for Simon Cowell's, "The X Factor". At MyStudio equipped locations, Hard Rock patrons can utilize the studios for a host of exciting uses including creating music videos, auditioning for reality television shows, showcasing comedy talents, and much more.

Hard Rock is evolving into the most exciting, sophisticated and energetic entertainment and hospitality brand in the world with over 170 restaurants, hotels and casinos in 53 countries. From exhilarating music to authentic memorabilia, innovative signature restaurants to electrifying public spaces, Hard Rock is redefining globally what a luxury destination experience can be.

The award winning MyStudio is considered to be one of the most exciting and effective new technologies for identifying top talent. Offering unprecedented audio and video capabilities, MyStudio provides a venue for entertainers to fully showcase their talents with a quality, affordability and ease not previously available. With over 1,000 custom backgrounds and thousands of licensed karaoke songs, the state-of-the-art HD recording studio allows consumers to create a variety of professional quality videos for music, modeling, comedy, dating, greetings and more.

### **About Hard Rock**

For more than 40 years, Hard Rock International has embodied the spirit of rock music. As the originator of theme-restaurant dining, Hard Rock continues to be the dominant rock connection for music enthusiasts worldwide. Hard Rock is one of the most globally recognized brands known for music memorabilia as showcased throughout its signature cafes, live concerts, Hard Rock Live performance venues, collectible and fashion merchandise, [hardrock.com](http://hardrock.com) and Hard Rock Hotels and Casinos. Hard Rock International has always provided a forum for emerging and legendary performers through live cafe performances and concerts, such as Hard Rock Live. Since its founding in 1971, Hard Rock has become a leading entertainment and leisure company through music-related ventures relevant to all generations.

Hard Rock International is owned by Seminole Hard Rock Entertainment, Inc., and owns and/or franchises a worldwide network of 174 venues in 53 countries, including 138 cafes and 16 Hotels/Casinos. In addition to the two flagship Seminole Hard Rock Hotels and Casinos in Tampa and Hollywood, Fla., Hard Rock Hotels/Casinos are located in Las Vegas, Biloxi, Orlando, Chicago, San Diego, Pattaya, Bali, Macau, Penang, Singapore, Punta Cana and Panama Megapolis. Additional hotel and casino projects planned to open in 2012 include Cancun and Vallarta; Riviera Maya in 2013; and Abu Dhabi in 2014. Additional announced hotel and casino projects include Aruba, Hungary and Northfield Park.

### **About Studio One Media, Inc.**

Studio One Media, Inc. ("Studio One") is a diversified media and technology company with offices in Scottsdale, Arizona and Hollywood, California. Studio One is engaged in the research and development of proprietary, leading-edge audio and video technologies for professional and consumer use. Studio One subsidiaries and divisions include MyStudio, Inc., AfterMaster Audio Labs, Inc. and MyStudio Music. Studio One has entered into licensing agreements with Sony/ATV Music Publishing, Universal Music Publishing Group, EMI Music Publishing, BMG Chrysalis and strategic relationships with Mark Burnett Productions, RealtyWanted.com, Back Stage Casting and Simon Cowell's "The X Factor". For more information go to [www.mystudio.net](http://www.mystudio.net).

### **About MyStudio® HD Recording Studios**

The award-winning MyStudio is a self-contained, state-of-the-art, audio/video recording studio that offers true professional recording studio-quality audio and HD broadcast-quality video with an ease, economy and convenience never before available. MyStudio eliminates the high cost, technological and logistical barriers inherent in the creation of high-quality online video content, thereby opening up a new world of opportunities for the creation of user-generated video content by amateurs and professionals alike. MyStudio can be used to create videos for music, modeling, comedy, dating, job resumes, auditions, personal messages and greetings. A recording session for up to five minutes costs only \$20. Using Hollywood-style green screen technology, MyStudio users can choose from over 1,000 HD virtual backgrounds for their videos or they can upload their own custom backgrounds. In addition, MyStudio offers thousands of licensed karaoke tracks from Sony/ATV Music Publishing, Universal Music Publishing Group, EMI Music Publishing, and BMG Chrysalis, thereby allowing consumers to legally create music videos for public viewing online. Within minutes of recording, videos are automatically uploaded to the [MyStudio.net](http://MyStudio.net) website, which offers free member profile pages and video sharing in a social networking environment. At MyStudio.net, members can enter contests, receive free DVDs of their videos, download MP3 audio files and access embed codes. MyStudio, Inc., is owned and operated by Studio One Media, Inc. ("Studio One") (OTC.BB:SOMD).

### **Forward-Looking Statements**

*This press release includes certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are based on the current expectations or beliefs of management of Studio One Media, Inc. and are subject to uncertainty and changes in circumstances. Actual results may vary materially from those expressed or implied by the statement herein. They are neither statements of historical fact nor guarantees or assurances of future performance. Important factors that could cause actual results to differ materially from the statements made herein are: (1) changes in economic, business, competitive, technological and/or regulatory factors, (2) failure to receive stockholder approval of certain actions, if required, (3) failure to compete*

*in a rapidly changing marketplace, (4) failure to retain key employees, (5) failure to raise adequate capital to support the growth and operations of the Company, and (6) other factors affecting the operation of the business of Studio One. More detailed information about these and other factors that may affect current expectations may be found in filings by Studio One as applicable, with the Securities and Exchange Commission, including its most recent Annual Report on Form 10-K and its Quarterly Reports on Form 10-Q. Any forward looking statement contained in this press release by Studio One speaks only as of the date on which it is made. Studio One is under no obligation to, and expressly disclaims any such obligation to, update or alter its forward-looking statements, whether as a result of new information, future events, or otherwise.*

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