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Silver Medallion Press Kit available at:
www.getyourswagup.com/silverpresskit.pdf



SCOTTSDALE'S SILVER MEDALLION WINS MYSTUDIO® & PROJECT ETHOS BATTLE OF THE BANDS

*Silver Medallion wins one of three coveted spots to perform
at the Vanguard in Hollywood, California, March 27*

SCOTTSDALE, AZ (March 23, 2009) – Studio One Media, Inc. ("Studio One") (OTCBB:SOMD), has announced the winner of the MyStudio & Project ETHOS Battle of the Bands. Scottsdale's own **Silver Medallion** (www.mystudio.net/silvermedallion) is heading to Hollywood to perform before a crowd of thousands at the upcoming Project ETHOS "Culture Shock" event on Friday, March 27th at the Vanguard Club, located at 6021 Hollywood Boulevard. Silver Medallion will be followed by headlining music acts, blues inspired Carney (www.carneyband.com) and electronica hit DJ Classixx (www.myspace.com/classixxmusic). Project ETHOS is a red carpet event that showcases emerging Millennial Generation forms of creativity in music, modeling and art in one house on one night.

The Project ETHOS "Culture Shock" event will be a great opportunity for Silver Medallion to be exposed to some of the music industry's top music publishers and record labels. Over the last three years, five music artists that have performed at Project Ethos have later signed with major record labels.

"We're very thankful to MyStudio for the opportunity to showcase our talents on a national scale, this is a dream come true for a group like us. Silver Medallion looks forward to representing Phoenix in LA to the international music industry, we're gonna give Ethos an unforgettable performance!" stated Silver Medallion.

"MyStudio is very excited that one of Arizona's top music acts, Silver Medallion, has earned one of only three coveted spots to perform at Project Ethos," stated Anna Madrid, VP of Business Development at Studio One Media. "Project Ethos is one of LA's most prestigious indie music events and we thank Project Ethos for offering our MyStudio users the opportunity to participate in an event traditionally reserved for California based music acts."

Silver Medallion has been described as "The next big thing," by **944** Magazine. Over the past eight months the hero-pop group has climbed to the top of the Arizona music scene, conquering the Scottsdale clubs, the Phoenix rock venues, and the Tempe college bars alike. Silver Medallion's buzz has recently transcended Arizona to build on a national level with media attention, national bookings and wildly popular internet marketing. Silver Medallion, consisting of singer Oren J (Hawaii) and mc Carnegie (Arizona) seems to have the magic touch with whatever they do, and have garnished independent radio support, media support, sponsorships and expansion into nationwide club promotions. The pair's musical and fashion styles are a match made in PR heaven. Carnegie has come from rapping with G-Unit, living in 50 Cent's

house and being one of, if not THE, most respected MCs in Phoenix to an up and coming musical visionary letting no stereotype or genre hold him back from creating hits. Singer/Model Oren J. added his songwriting prowess, unique swagger and club party-boy antics to the group and a fan-base grew rapidly to soak in not just the unbelievable music being made, but the whole electro lifestyle represented by Silver Medallion.

By holding auditions and contests for events such as Project ETHOS, MyStudio continues to serve as a unique portal between main-stream America and the entertainment industry.

About MyStudio

MyStudio is a self contained, state of the art, high definition (HD) interactive audio/video recording studio designed for installation in shopping malls and other high traffic areas. MyStudio offers groundbreaking quality from a proprietary (patents pending), stand alone recording studio. MyStudio and its accompanying website, www.mystudio.net, uniquely incorporate the best elements of some the world's leading internet and entertainment properties, from video sharing, to social networking and talent based contests made popular by Reality TV, all in a single entertainment venue. (www.mystudio.net)

MyStudio enables a user, for a \$20 fee, to record an HD video with a quality, ease and convenience never before available to the general public. It can be used to create videos for music, modeling, comedy, dating, job resumes, auditions, personal messages and greetings. By using Hollywood-style green screen technology, MyStudio users can choose from over 1,000 HD virtual backgrounds in which to create their video. Every user can easily upload their video to the MyStudio website which offers video sharing and member profile pages in a social networking environment. From the website, each user can also order a free DVD of their session. Studio One launched its first MyStudio in Scottsdale, Arizona in September and is targeting additional high profile cities in 2009.

MyStudio recently announced multiyear agreements with EMI Music Publishing, The GRAMMY Foundation and reality TV giant, Mark Burnett Productions.

About Project ETHOS

Project ETHOS, known as the "incubator for emerging artists in fashion, music and art," produces red carpet events in Los Angeles that showcase all emerging Millennial Generation forms of creativity in one house, on one night. By merging fashion, music and art into one giant display of genius, Project ETHOS creates an innovative form of exposure for artists, a new scouting location for talent representatives, and a fresh outing for event goers. Project ETHOS is on a mission to bridge the gap between the Indie and Mainstream worlds and provide opportunity for previously unrecognized talent. With a potent ear to the street, the ETHOS team seeks out extraordinarily talented fresh faces, creating a link to decision makers and industry professionals. Project ETHOS is the next generation of exposing all artistry to the media, public and industry. (www.ProjectEthos.com)

Forward-Looking Statements

This document contains forward-looking statements that are subject to a number of risks, assumptions and uncertainties that could cause the Company's actual results to differ materially from those projected. These risks, assumptions and uncertainties include: the ability to complete systems within currently estimated time frames and budgets; the ability to compete effectively in a rapidly evolving and price-competitive marketplace; changes in the nature of telecommunications regulation in the United States and other countries; changes in business strategy; the successful integration of newly acquired businesses; the impact of technological change; and other risks referenced from time to time in the Company's filings with the Securities and Exchange Commission.

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