

21/05/07

Directorate Change

Phorm, Inc ("Phorm" or the "Company")

Further to the Company's previous announcement on 8th March 2007, the Company (AIM: PHRM and PHRX) is pleased to announce today that David Dorman, Christopher Lawrence and Virasb Vahidi have joined the Board of Phorm, Inc.

David Dorman has been an advisor to the Company since July 2006. He is currently senior advisor and partner at global private equity firm Warburg Pincus and was previously chairman and chief executive officer of AT&T Corp. Before that, he was CEO of Concert, the global venture created by AT&T and British Telecommunications. Mr Dorman serves on the Boards of Motorola, Inc., CVS Corporation, Firethorn Mobile, LLC, and YUM! Brands, Inc.

Christopher Lawrence is currently vice chairman of Rothschild, Inc. Prior to joining Rothschild in 2005, Mr Lawrence was chief strategic officer of Credit Suisse Group as well as a vice chairman of Credit Suisse First Boston. He began his investment banking career at Salomon Brothers in 1981.

Virasb Vahidi, who is Phorm's chief operating officer, is an international business executive with a distinguished career encompassing senior finance, strategy and planning roles in global companies including AT&T Corp. and American Airlines, Inc. Mr Vahidi was most recently senior vice president of corporate strategy and development at AT&T, where he was the financial architect of the AT&T Corp/SBC Communications, Inc. merger and co-leader of the integration team.

As also notified on 8th March, David Svendsen, chairman, and Dave Gwozdz have stepped down from the Board of the Company. Dave Gwozdz will remain as US senior vice president, Business Development and Sales for Phorm.

Commenting on the new Board directors, Kent Ertugrul, chairman and CEO of Phorm, said: "We are delighted to welcome Dave, Chris and Virasb to the Board. They each bring complementary skills and experience of an exceptional calibre. Their wealth of expertise and knowledge will be invaluable as we continue to develop our business."

"We are grateful to David Svendsen and Dave Gwozdz for their contribution to the Board and wish them well in the future."

Save as set out in the Appendix, there are no further details in relation to the above appointments which require disclosure under paragraph (g) of Schedule 2 to the AIM Rules.

Ends

For Enquiries

Phorm, Inc. +44 870 405 7722
Kent Ertugrul (Chairman & Chief Executive)

Edelman Financial PR +44 20 7344 1325
Paul Lockstone +44 7876 685200

Canaccord Adams Limited +44 20 7050 6500
Nominated Adviser
Mark Williams
Andrew Chubb

Notes to editors

Phorm, Inc. was formerly known as 121Media Inc.

Appendix

Information provided in accordance with paragraph g of Schedule 2 to the AIM rules:

(i) the director's full name and age together with any previous names;

David Wyatt Dorman, Age 53, None

(ii) the names of all companies and partnerships of which the director has been a director or partner at any time in the previous five years, indicating whether or not the director is still a director or partner;

Name of Company	Period of Directorship
AT&T	2002-2006
CVS	2006-Present
Firethorn Mobile, LLC	2006-Present
Motorola	2006-Present
SABRE	1999-2002
SAIC	1998-2002
Scientific Atlanta	1998-2006
Yum! Brands	2005-Present

(i) the director's full name and age together with any previous names;

Christopher Rueckert Lawrence, Age 53, None

(ii) the names of all companies and partnerships of which the director has been a director or partner at any time in the previous five years, indicating whether or not the director is still a director or partner;

Name of Company	Period of Directorship:
120 East End Avenue	1997 (approximately)-Present

(i) the director's full name and age together with any previous names;

Virasb Vahidi, *Age 40*, None

(ii) the names of all companies and partnerships of which the director has been a director or partner at any time in the previous five years, indicating whether or not the director is still a director or partner;

None