

29th July, 2005

121 Media, Inc. (“the Company”)

Additional Listing

The Company announces it has made an application for the admission of 64,643 Common Shares of \$0.001 each to be admitted to trading on AIM. These shares have been issued following the exercise of 62,393 prepaid warrants and the exercise of 2,250 options at an exercise price of \$1.3871.

It is expected that dealings in the said shares will commence on 4th August, 2005.