

**Embargoed : not to be released until 7.00am on  
17 May 2006**

**121Media, Inc.  
("121Media" or the "Company")**

**Additional Listing**

The Company has made an application for 124,546 Common Shares to be admitted to trading on AIM following the exercise of 11,817 warrants and 112,729 options exercised by employees during the period from August 2005 to 16 May 2006. Dealings in the new shares are expected to commence on 25 May 2006.

Following the issue of these shares the Company will have 9,839,927 Common Shares in issue.

For enquiries:

**121Media, Inc**  
Tim Bowen (Chief Financial Officer)

Tel: 0870 405 7721

**John East & Partners Limited**  
David Worlidge/Simon Clements

Tel: 020 7628 2200