

25 July 2006

121Media, Inc.

(“121Media” or “the Company”)

121Media appoints David Dorman as Adviser

121Media (EPIC: OTO), a market leader in the field of targeted online advertising, has appointed David Dorman as an adviser to the Company with immediate effect.

Mr Dorman is the former chairman and chief executive officer of AT&T Corp., which he led through a period of reinvention and transformation, prior to completing the merger of AT&T Corp. and SBC Communications in November 2005.

Mr Dorman joined AT&T Corp. as president in December 2000 and was named chairman and chief executive officer in November 2002. Prior to that, he was CEO of Concert, the global venture created by AT&T Corp. and British Telecommunications plc.

Mr Dorman also serves on the boards of CVS Corporation, Motorola, Inc., YUM! Brands, Inc., the Georgia Tech Foundation, and the Woodruff Arts Center in Atlanta. He served on the board of Scientific Atlanta until its recent sale to Cisco Systems Inc.

Kent Ertugrul, Chief Executive of 121Media, said:

“We are delighted that David has agreed to join 121Media at such an important time in the Company’s development. David’s experience in developing and managing one of the world’s largest telecommunication companies will be immensely valuable in helping us to monetise the significant opportunities we now have.

As previously announced, 121Media is continuing to see high levels of interest amongst the ISP community in the UK, USA as well as in other countries. We look forward to working with David over the coming months as we continue to develop our relationships with ISPs.”

David Dorman said:

“I am delighted to be assisting 121Media at such an exciting time in the Company’s development. Kent and his team have built a great proposition with a strong offering to ISPs, advertisers and consumers alike. I am looking forward to working with the 121Media team to help grow the business significantly.”

For further information:

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