

20 July 2006

121 Media, Inc.

(“121 Media”) or (the “Company”)

Directors’ Shareholding

The Company announces that Kent Ertugrul, chief executive officer, has exercised options and warrants over 454,184 and 295,628 common shares, respectively.

In addition, the Company has been informed by Kent Ertugrul that, following a clarification of the legal status of the 629,527 common shares held by Dartley Holdings, Inc, Mr Ertugrul is to be regarded as having a beneficial interest in these shares.

Accordingly, following admission of the common shares to be issued, (following the exercise of the options and warrants set out above) Kent Ertugrul will be beneficially interested in 2,594,412 common shares (equivalent to 24.22 per cent. of the issued share capital of the Company) and is the holder of options to subscribe for up to a further 880,707 common shares on terms previously disclosed.

Mr Ertugrul has confirmed to the Company that he has no intention to dispose of any shares in the Company for the foreseeable future.

The Company also announces that Tim Bowen, chief financial officer, has exercised options over 25,000 common shares. The registered holder of these shares will be James Hay Pension Trustees, the trustees of Mr Bowen’s Self Invested Pension Plan.

Following admission of these shares Mr Bowen will beneficially hold 70,000 common shares (representing 0.65 per cent. of the issued share capital of the Company), of which 35,000 common shares are registered in the name of James Hay Pension Trustees. Mr Bowen continues to hold options to subscribe for up to a further 45,000 common shares on terms previously disclosed.

In addition, members of staff have exercised options over 59,259 common shares.

Application has been made for a total of 834,071 common shares to be admitted to trading on AIM and dealings are expected to commence on 26 July 2006.

Following the issue of these shares there will be 10,711,982 common shares in issue.

For enquiries:

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