

27 April 2006

121 Media, Inc.

(“121 Media”) or (the “Company”)

Directors’ Shareholding

The Company announces that, Tim Bowen, Chief Financial Officer of the Company, exercised an option on 26th April 2006 over 30,000 common shares of \$0.001 each at an exercise price of £1.58 per share. Following admission of the common shares Tim Bowen will beneficially hold 45,000 common shares, representing 0.46 per cent. of the issued share capital of the Company, of which 10,000 common shares are registered in the name of James Hay Pension Trustees.

Application has been made for 30,000 common shares to be admitted to trading on AIM and dealings are expected to commence on 4th May 2006.

In addition, the Company was informed on 27th April that David Gwozdz, Director and Senior VP Business Development and Sales for the Company, bought 2,000 common shares of \$0.001 each at a price of £2.90 on 26th April 2006 representing 0.02 per cent. of the issued share capital of 121 Media. Mr Gwozdz now holds 5,400 common shares representing 0.05 per cent. of the issued share capital of the Company.