

121Media. Inc.

('121Media' or the 'Company')

Directorate Change

121Media appoints Virasb Vahidi as Group Chief Operating Officer,
Tim Bowen steps down from the Board

121Media (EPIC: OTO and OTOM), a market leading technology firm specializing in contextual online advertising, announces the appointment of Virasb Vahidi as Group Chief Operating Officer, with immediate effect. Mr. Vahidi, who will not initially be joining the board of the Company, will be based in New York City and will have oversight responsibility for global corporate operations, finance and strategic planning at 121Media.

Mr. Vahidi, aged 39, is an international business executive with a distinguished career encompassing senior finance, strategy and planning roles in global companies including AT&T Corp. ('AT&T') and American Airlines, Inc ('American Airlines').

Mr. Vahidi was most recently senior vice president of corporate strategy and development at AT&T, where he was the financial architect of the AT&T/SBC Communications, Inc merger and the co-leader of the integration team. His responsibilities at AT&T included global mergers and divestments, strategic business and technology initiatives, the AT&T venture capital fund, financial and capital planning and investor relations. Prior to AT&T, he worked in senior finance and planning positions at American Airlines where his responsibilities included airline profitability and financial analysis and the negotiation and management of American Airline's alliances in Asia, Europe, the Middle East and Africa.

Mr. Vahidi has an MBA from École Nationale des Ponts et Chaussées, Paris, and a Bachelor's Degree in Engineering from the University of California, San Diego.

Kent Ertugrul, Chief Executive of 121Media, said:

'We are delighted that Virasb has agreed to join 121Media where his experience will be invaluable at this stage in the company's development.'

'121Media is continuing to see high levels of interest in its offering amongst the global ISP community. Virasb's outstanding track record in strategy, planning and finance will enable 121Media to fully realise the growth opportunities before us.'

Virasb Vahidi said:

'I am delighted to join 121Media at such an exciting time. I am looking forward to working with a talented team at 121Media to help grow the business significantly.'

Separately, Tim Bowen has stepped down from the Board, but will continue in his current role as part-time Chief Financial Officer. 121Media announces its intention to augment its Board in the near future with the appointment of additional directors. Further announcements to this effect will be made in due course.

Enquiries:

121 Media, Inc
Kent Ertugrul (Chief Executive)

0870 405 7727

John East & Partners Limited
John East/Simon Clements

020 7628 2200

Canaccord Adams Limited
Mark Williams

020 7518 2777