

**For Immediate Release**

**5 June 2006**

**121 Media, Inc.**

**(“121 Media”) or (the “Company”)**

**Directors’ Shareholding**

The Company announces that it has been notified that on 2<sup>nd</sup> June 2006, David Svendsen, Chairman of the Company, purchased 10,000 common shares of \$0.001 each at a price of £4.85 per share, representing 0.10 per cent. of the issued share capital of the Company. Mr Svendsen now has an interest over 28,824 common shares, representing 0.29 per cent. of the issued share capital of the Company.