

For immediate release

Press release

1 February 2007

121MEDIA, INC.

Holdings in Company

121MEDIA, INC. (the "Company") (AIM: OTO and OTOM) received notification on 31 January 2007 that on 30 January 2007 Societe Generale Asset Management UK Limited ("SGAM") acquired an interest in the Company's shares that resulted in SGAM holding a total of 679,593 common shares representing approximately 6.06% of the issued share capital of the Company.

As at 31 January 2007, the Company had 11,216,642 common shares with a nominal value of US\$0.001 with voting rights in issue, none of which are held in treasury.

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