

28 December, 2005

121 Media Inc.

(“121 Media”) or (the “Company”)

Director’s Shareholding

The Company has been notified by Gerard Baz, a director, that he has transferred, by way of gift 1,729,161 common shares in 121 Media, representing his entire shareholding, to Gestrust SA, acting as trustee of a discretionary trust created for the benefit of Mr Baz’s infant children.

Mr Baz accordingly remains interested in 1,729,161 common shares in 121 Media, equivalent to 21.39 per cent. of the Company’s common stock.

Gestrust SA has confirmed that it will observe, perform and be bound by the dealing restrictions entered into by Mr Baz at the time of the Company’s admission to AIM.

For enquiries:

121 Media Inc

Tim Bowen (Chief Financial Officer)

020 7484 5391