

**121 Media, Inc.**

**(“121 Media”) or (the “Company”)**

**Share Price Movement**

The board of 121 Media Inc, a market leader in the field of targeted online advertising, has noted the recent downward movement in the Company's share price. It wishes to confirm to investors that it continues to make substantial progress in its advanced discussions with the large ISP's referred to at the time of the Interim Results on 29 September 2006. It also wishes to confirm to investors that it has successfully concluded trials of its PageSense technology with the leading ISP evaluating its technology referred to in previous announcements. The Board continues to believe the repositioning of the business away from the historic desktop model towards an ISP focused behaviourally targeted advertising model will soon deliver substantial shareholder value.

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