

**121 Media Inc. (“121 Media” or “the Company”)  
Successful trial of new technology**

121Media Inc. announces today that it has successfully implemented a small scale operational test of an application of its Javascript Page Sense technology.

This particular application does not require a partner participation and is aimed at optimising the value of untargeted advertising, which comprises most of today’s online advertising market. The Company’s Javascript technology, which is capable of recognizing the meaning of a web page in real time, does not require any software to be installed on a user’s computer. Having recognised the meaning of a web page, the technology is capable of delivering an appropriate targeted advertisement. This effectively converts untargeted advertising into targeted contextual advertising at a higher price.

The Company’s Javascript strategy is to scale up the operation of this particular Javascript application, together with seeking other routes to market for the technology. The Directors believe that this particular Javascript application, once fully deployed, could, in due course, account for a significant portion of the Company’s revenues.

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