

Media Sentiment, Inc. reverse stock split.

(Supplemental Info Filing)

San Francisco, California, October 25, 2012 – Media Sentiment, Inc. (PINKSHEETS: MSEZ) www.mediasentiment.com Media Sentiment has received confirmation from FINRA to announce Media Sentiment, Inc.'s reverse split as the company has submitted the necessary documentation. As of November 9, 2012, every 1,200 shares will be converted automatically into one issued and outstanding share of common stock. MSEZ's Pre-Split TSO is 6,333,601,970 and Post-Split TSO will be 5,278,002.

For a reverse or forward split, a "D" will be placed on the ticker symbol for 20 business days. After 20 business days, the symbol will revert back to the original symbol.

In addition, the Company's common stock will begin trading at such time under a new CUSIP number (58448A204).

More details will follow

Safe Harbor Statement

Information in this news release may contain statements about future expectations, plans, prospects or performance of Media Sentiment, Inc., that constitute forward-looking statements for purposes of the Safe Harbor Provisions under the Private Securities Litigation Reform Act of 1995. The words or phrases "can be," "expects," "may affect," "believed," "estimate," "project" and similar words and phrases are intended to identify such forward-looking statements. Media Sentiment, Inc. cautions you that any forward-looking information provided by or on behalf of Media Sentiment, Inc. is not a guarantee of future performance. None of the information in this press release constitutes or is intended as an offer to sell securities or investment advice of any kind. Media Sentiment, Inc.'s actual results may differ materially from those anticipated in such forward-looking statements as a result of various important factors, some of which are beyond Media Sentiment, Inc.'s control. In addition to those discussed in Media Sentiment, Inc.'s press releases, public filings, and statements by Media Sentiment, Inc.'s management, including, but not limited to, Media Sentiment, Inc.'s estimate of the sufficiency of its existing capital resources, Media Sentiment, Inc.'s ability to raise additional capital to fund future operations, Media Sentiment, Inc.'s ability to repay its existing indebtedness, the uncertainties involved in estimating market opportunities, and in identifying contracts which match Media Sentiment, Inc.'s capability to be awarded contracts. All such forward-looking statements are current only as of the date on which such statements were made. Media Sentiment, Inc. does not undertake any obligation to publicly update any forward-looking statement to reflect events or circumstances after the date on which any such statement is made or to reflect the occurrence of unanticipated events.

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