

**HI-MEDIA GROUP APPOINTS INDUSTRY VETERAN MICHAEL KLEINDL AS BOARD MEMBER**

**Paris, March 9, 2009** – The on-line media Group Hi-media (code ISIN FR0000075988 – HIM, HIM.PA) announced today that it has appointed the industry veteran, Michael Kleindl as independent board member.

Michael Kleindl demonstrates one of the most extensive experience in the online advertising segment.

Michael was formerly co-founder and CEO of AdLINK Internet Media AG until 2003, Europe's largest interactive media sales house and CEO of MAILPROFILER Technology Solutions AG. He was furthermore initiator and co-founder of the European Interactive Advertising Association (EIAA) where he still serves as Chairman. Besides this he was executive advisor to Zanox.de AG until their acquisition by a consortium of Axel Springer AG and Publigroupe AG. Since 2006 he is a strategic investor and Chairman of Wunderloop, Europe's leading venture in the integrated behavioural targeting sector.

Cyril Zimmermann, CEO and founder of Hi-media Group declares: "We are thrilled to have Michael joining us on the board. His strong and successful experience in the industry will strengthen the Group's capacity to apprehend the market changes and opportunities and will help us to continue to grow the company as a leading online media Group."

Michael Kleindl says: "I have been following Hi-media and Cyril for a long time and have been impressed by their achievements so far. The company has a great potential to which I can hopefully contribute a little bit."

Michael Kleindl has been appointed in replacement of Dominique Bezier who remains General Secretary of the Group.

This press release does not constitute an offer to sell, or a solicitation of an offer to buy Hi-Media shares. If you wish to obtain further information about Hi-Media, please refer to our website [www.hi-media.com](http://www.hi-media.com). This press release may contain some forward-looking statements. Although Hi-Media considers that these statements are based on reasonable hypotheses at the date of publication of this release, they are by their nature subject to risks and uncertainties which could cause actual results to differ materially from those indicated or projected in these statements.

Hi-Media operates in a continually changing environment and new risks emerge continually. Hi-Media does not undertake and expressly disclaims any obligation to update or revise any of these forward-looking statements, whether to reflect new information, future events or circumstances or otherwise.

**About Hi-Media**

Hi-Media now ranks among the world's biggest Internet publishers, with 30 million unique users ranking Hi-Media among the world's 100 leading Internet media groups (comScore). The Hi-Media audience is monetized by the Group's integrated advertising network and micro-payment platform, which also provide such services for third parties with more than 230,000 partner sites. Hi-Media is among Europe's leaders in interactive advertising and electronic micro-payments. The Group operates in 9 countries. Hi-Media is listed on the Euronext Paris Eurolist B and belongs to the SBF 250, CAC IT, and CAC Small 90 indices. ISIN Code: FR0000075988. Site: [www.hi-media.com](http://www.hi-media.com)

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