

## **Fotolog partners with Microsoft Windows Live**

### **More interactivity for the floggers!**

**Paris, April 27 2009** – [Fotolog.com](http://Fotolog.com), the photo-blogging social network of the online media group Hi-media, just signed a partnership with Microsoft aiming at integrating Fotolog to the Windows Live Internet services among which Windows Live Messenger (f.k.a MSN) and thus expanding Fotolog community to the Windows Live one. Starting from today, Fotolog members will be able to share in live with their friends their very last Fotolog using the Window Live Messenger service.

From now, Fotolog, thanks to this partnership, offers to its 24 million members to invite their Windows Live contacts to follow their news and updates on Fotolog. The updates will be broadcasted via the Windows Live Messenger « What's new » service: latest uploaded picture, comments received... Floggers will be able to share with their Windows Live friends their Fotolog day to day updates.

Fotolog thus demonstrates its willingness to offer more and more services and functionalities to its member base in order to increase their usage, exchange and interaction experiences based around pictures!

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 Fotolog**

[Fotolog.com](http://Fotolog.com) is a one-of-a-kind blend of photo-sharing website, blog and social network. Its unique positioning has propelled it into the Top 10 of the most trafficked social networking sites in the world. Fotolog is also a leading social networking site in most Spanish-speaking countries: no. 1 in Chile, no. 2 in Argentina and Spain (source : *Alexa, mars 2009*) **Traffic:** 3.6 billion ad impressions per month worldwide (source: Google Analytics); 24,4 million members in January 2009 (source: Fotolog). Fotolog is a Hi-media Group website.

#### **About Hi-media Group :**

Hi-media, the online media group, is of the top Internet publisher in the world with more than 50 million unique visitors per month on its proprietary websites. Hi-media is also a leading European player in online advertising and electronic payment. Its business model relies thus on two different sources of revenues: online advertising via its dedicated ad network Hi-media Network and online content monetization via its micropayment platform Allopas. The group which operates in 6 European countries, China, USA and Brazil employs more than 350 people and posted in 2008 135 million euros in sales. Independent since its creation in 1996, the company is listed on the Euronext Eurolist Paris (Eurolist C) and is included in the SBF 250, CAC IT and CAC Small 90. ISIN code: FR0000075988. Hi-media qualifies for FCPI as it received the OSEO label of "innovating company".  
Site : [www.hi-media.com](http://www.hi-media.com)

#### **Financial communication**

Sales and quarterly information for the first quarter of 2009: On 5 May 2009 after the market close.

Annual Shareholders' Meeting: 30 April 2009 at 9 am

First-half 2009 earnings: on 31 August 2009, before the market opening.

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