

E-Commerce: Hipay simplifies secure electronic payments via the Internet!

Paris, 26th of May 2009 – Hipay, the secure electronic payment solution put on line a few weeks ago by Hi-media group, provides merchants and, more generally, any surfers carrying on commercial activity by way of the Internet with a simple and flexible solution for obtaining payments on the web. What is the difference? Hipay has a range of tools and exclusive and innovative functionalities such as - for example - multi-account management and payments by email. Hipay has already satisfied more than ten merchants websites.

Hipay, a complete electronic payment solution

On the strength of its expertise in monetisation on the Internet, Hi-media has launched Hipay, a complete electronic payment solution secured by SSL protocol. With Hipay, any merchant can offer customers a flexible, simple and highly secure solution for paying for on-line purchases. Hipay provides payment in real time for the good or service acquired with guarantee of funding and customer assistance.

More than ten merchants have already adopted Hipay, including **Nexway.com**, **Taatu.com**, **Backchich.info** and **izi-collecte.com**, a site for collecting on-line donations, as well as **ticketsmomes.com**, which sets the standard for entertainment reservations for children. All of the Hi-media group sites have also incorporated Hipay.

Hipay - Exclusive and innovative functionalities

The exclusive functionalities offered by Hipay include:

- **multi-account management:** a possibility for opening secondary accounts to manage various activities for a merchant, or various accounts for an individual. An example: you may wish to provide pocket money on line for each child from one and the same household. This functionality is particularly aimed at making it possible **to expand purchases of music and audiovisual content on line for persons under the age of 18;**
- **automatic affiliation:** this possibility is offered to merchants to enable them to automatically remunerate their affiliated partners, thus facilitating management of transfers;
- **parental filter:** expenditures and purchases of content not in line with the age groups determined by the merchants in advance can be blocked. This principle can also be implemented for individuals;
- **payment by email:** any merchant or individual can insert a clickable link into an email referring the user to the Hipay site to pay for purchases.

In addition, Hipay offers a unique back office interface for accounting, commercial and financial purposes, simplifying the reporting process. A set of summary, statistical and graphic tables updated in real time makes daily follow-up possible.

The Hipay service, accessible at the following address: www.hipay.com, is now marketed in France and in Belgium. It will be gradually extended to other European countries.

Cyril Zimmermann, the Group's President, CEO and founder, comments that "Hipay is a highly innovative electronic wallet, with some new exclusive features satisfying the expectations of merchants as well as of their customers, whether they be individuals or businesses. This product extends our range of electronic payment solutions and supplements the Allopass micropayment service."

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. 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 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 Allopass. The group which operates in 6 European countries, China, USA and Brazil employs more than 370 people and posted in 2008 135 million euros in sales. Independent since its creation in 1996, the company is listed since 2000 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

Financial communication

Second quarter 2009 sales: on 21 July, 2009, after market closing
First-half 2009 earnings: on 31 August, 2009, before market opening.

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