

Paris, September 21 2009

Hi-media, the leading European advertising network, manages 6 new websites in Spain.

Paris, 21st September 2009 – Hi-media, the online media group, (Code ISIN FR0000075988 - HIM, HIM.FR) continues its network expansion by adding 6 new websites to its network. Europe's leading advertising network now exclusively markets BabyCenter, En Alquiler, PortalesMedicos.com, Map24, Tripwolf, and Club Atlético de Madrid, which represent more than 1.1 million unique users (source: Nielsen NetView, August 2009) altogether.

These new brands will be added to Hi-media's portfolio, increasing its offer to advertisers that aim to target Internet users in niche segments.

The brands BabyCenter and PortalesMedicos.com will join the exclusive group of family-oriented sites. BabyCenter, with more than 248,000 unique users (Nielsen NetView), is the key reference of its category, offering professional paediatric information to first-time parents, pregnant women, and parents planning to have children.

PortalesMedicos.com is also a reference in term of medical information, addressing both the professional and public audience in different areas of expertise.

Tripwolf and Map24 joined the travel vertical (ViaMichelin, Turespaña, etc.).

Tripwolf, the social travel guide, combines articles from professional with an extensive range of travel experiences, reviews, as well as information submitted by travellers all over the world covering more than 500,000 destinations. Tripwolf is an interactive world travel guide.

Map24 is the leading provider of digital maps and itineraries for positioning solutions. With more than 3.7 million unique users worldwide each month, this dynamic and detailed interactive system offers a free online service that allows users to look for specific addresses and calculate itineraries.

EnAlquiler is a reference for online search with respect to real estate rents in Spain. Due to the current situation this sector expands. EnAlquiler acts as an intermediary between the landlords and the people looking for rent, providing a rapid and detailed search service. With more than 500,000 unique users, it is one of the most important sites within its category.

Another addition to the network is the Atletico de Madrid website, where all types of information about this emblematic club, the latest news, recent events, results, etc., are available.

Strengthened by these new additions, Hi-media ad network continues to offer advertisers the best selection of websites, the most attractive advertising formats, as well as a complete service. Since the acquisition of AdLINK Media, the 31st of August 2009, Hi-media reaches 127 million unique users in 9 European countries, which, along with its micropayment service (Allopass), clearly represents added value for online publishers, advertisers and agencies.

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 one 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 the 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 9 European countries, USA and Brazil employs more than 500 people and posted in 2008 135 million euros in sales (excluding AdLINK Media). 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

Sales and quarterly information for the third quarter of 2009: On 5 November 2009 after market closure.

Investor contacts:

Cyril Zimmermann
President and CEO.

David Bernard
Chief Operating Officer
Tel: (33) 1 73 03 89 00,
Fax: (33) 1 73 03 89 54

E-mail: infofin@hi-media.com