

AdLINK Group sells its stake in Hi-media to its mother company United Internet Group

United Internet Group becomes shareholder of Hi-media with a 10.7% stake

Paris, October 6, 2009. Hi-media, the online media group, (Code ISIN FR0000075988 - HIM, HIM.FR) announced today a change in its shareholding structure. AdLINK Group sold its stake in Hi-media to its mother company United Internet Group one of the largest European Internet service provider (full year 2008 sales of 1.6 billion euros).

AdLINK Group was holding those shares after having sold its subsidiary, AdLINK Media, to Hi-media Group the 31st of August 2009.

Thus, United Internet through its subsidiary, United Internet Beteiligungen GmbH, holds the 4,735,000 Hi-media shares of the AdLINK Group and becomes, with 10.7% of the share capital, a major shareholder in Hi-media Group along with IDI and BV capital. The shares to be held by United Internet will still be subject to a one year lockup period¹, ending August 31, 2010.

United Internet has expressed its desire to hold a seat on the Board of Directors. Therefore, its appointment as director (represented by Norbert Lang, Chief Financial Officer of United Internet) will be suggested at the next general meeting, with the unanimous support of Hi-media's Board of Directors.

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

¹ This lockup period shall be terminated in case of a third party public offer on Hi-media or if Hi-media drastically alters its assets or merges with another entity. In addition, United Internet is committed to not increase its ownership above the 21% mark during the next two years.

Financial communication

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

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