

**HI-MEDIA CONTINUES TO GAIN MARKET SHARES:
18% SALES INCREASE IN THE THIRD QUARTER OF 2009**

- **Strong online advertising performance. Very promising AdLINK Media integration.**
- **Micropayment consolidates its natural growth.**

Paris, November 5, 2009 - The on-line media Group Hi-media (ISIN Code FR0000075988 - HIM, HIM.FR), a European leader in monetising the Internet audience, reports sales for the third quarter ending, September 30, 2009.

Main consolidated data (in million euros)

Sales in million euros	Q3 2008	Q3 2009	Variation	9m 2008	9m 2009	Variation
Advertising	11.9	15.6	+31%	42.3	43.8	+4%
Micropayment	21.3	23.5	+10%	51.7	69.5	+34%
Total	33.2	39.0	+18%	94.0	113.4	+21%

Commenting on the 2009 third quarter performance, Hi-media's founder and CEO Cyril Zimmermann said:

"This third quarter was marked by the acquisition and integration of AdLINK Media into the Group, a process carried out quickly and in a very satisfactory manner. The teams have been gathered under a joint management and the offers were merged as of the end of the summer to get the maximum benefit from our leading position in Europe through the end of the year and in 2010. Micropayment and Publishing continue to develop well, posting very good performance even during the summer period. The current discussions around free content and paid content increasingly underline the need for combining content production, audience aggregation and its monetisation through advertising or micropayment."

Online advertising

The Group's online advertising business shows encouraging signs of advertising market recovery, with an activity level close to the 2008 one (-4%), excluding acquisitions. With the integration of AdLINK AG's advertising network business as of 1st of September 2009, the advertising activity is up by 31% compared to the third quarter of 2008. The new consolidated entity is now present in 9 European countries and enables to reach 127 million Internet users. The new offer has a leading position in the key verticals such as entertainment, women, automotive, news and sports. The network now represents more than 18 billion advertising formats per month.

Its strong level of activity and its leading position on the market procures to the consolidated entity a unique position in order to benefit from the market recovery expected in 2010.

Micropayments

Micropayment sales increased by more than 10% during the third quarter, demonstrating the sustainability and solidity of the business fundamentals, even though the summer school vacation period is unfavourable to the activity of the video game sites, which have gradually become the Allopass platform's main customers.

Allopass continues its geographical expansion strategy, with a geographical coverage of more than 55 countries (vs. 45 the previous quarter). Furthermore, following the opening of new markets, such as the United States and Scandinavia, Allopass will open offices in the next few months in the United Kingdom and in Germany, helped by the advertising network and infrastructures, such openings being in line with the Group's development plan.

Publishing

Hi-media proprietary sites still account for more than 10% of the Group sales despite the negative base effect from AdLINK Media integration.

Some new services have been launched to integrate Hi-media's publishing content into Facebook and the new version of Windows Media Center (Vista and Windows 7). Fotolog passed the 28 million members mark and has more than 700 million photos in terms of database, while jeuxvideo.com beat new audience records. Thus the consolidated audience remained at a level of more than 50 million unique users during the summer months.

Financial situation

The gross margins posted by the online advertising (48%) and micropayment (28%) activities have remained at highly satisfactory levels. The online advertising business gross margin decline is explained by (i) the integration of AdLINK Media, which historically has had a lower gross margin than Hi-media, and (ii) the dilution of the publishing activity positive impact (100% of gross profit) because of that integration.

Altogether, the consolidated gross margin remains at a high level of 36% (vs. 38% the previous year), in line with the Group's operating plan.

Perspectives

The strength of the business model based on the Group's three activities is growing, quarter after quarter.

Hi-media is confident for the future and believes that its financial solidity and its leading position in each of its segments of business will generate a substantial increase in activity and earnings as the economic environment improves.

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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 information for the fourth quarter of 2009: On 26 January 2010, after market closure.

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