

Paris, 14th of January 2010

Ad Network: RATP renews its trust towards Hi-media Group

Paris, 14th of January 2010 - Hi-media Advertising has won the competitive bid launched by RATP (Paris transport authority) to manage all its online advertising space. Having previously worked with AdLINK Internet Media, a network acquired by the Hi-media Group in July last year, RATP is thus continuing its association with the new European leader in online advertising.

With 3.3 million unique users* and 54 million ad impressions a month, the www.ratp.fr website is Internet users' top source of information on public transport in the Paris region, offering a wealth of useful information: plan of the RATP network, ticket prices and neighbourhood maps, route planning, traffic information, etc.

The www.ratp.fr website is available via the "Ad Select" advertising vertical, which attracts over 21.7 millions unique users a month in France*.

* Source : NNR, September 09

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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 Hi-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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