

Paris, 26 January 2010

**HI-MEDIA REPORTS A 27% INCREASE IN SALES FOR THE FULL YEAR 2009,
TO 172.1 MILLION EUROS**

- **A fast and efficient integration of AdLINK Media – deployment of the common offer throughout Europe.**
- **Micropayments: sustained organic growth**
- **Good 2010 perspectives**

Paris, 26 January 2010 – The on-line media group Hi-media (ISIN Code FR0000075988 - HIM, HIM.FR), the European leader in monetising the Internet audience, releases its sales figures for the fourth quarter of 2009.

Main consolidated figures (in millions of euros)

Sales in millions of euros	Q4 2008	Q4 2009	Variation	FY 2008	FY 2009	Variation
Advertising	19.4	32.4	+68%	61.6	76.2	+24%
Micropayments	22.3	26.3	+18%	74.0	95.9	+30%
Total	41.7	58.8	+41%	135.7	172.1	+27%

Commenting on the 2009 fourth quarter sales, Hi-media Group's founder and CEO Cyril Zimmermann declares:

"Hi-media Group posted an excellent 2009 year performance. The end of the year demonstrated our ability to incorporate AdLINK Media quickly and efficiently while remaining very active on the advertising market with unified teams and commercial offers. Despite a difficult environment in 2009, the Group over performed its peers thanks to the teams strong dedication and the quality of our solutions. Hi-media Group's unique position in Europe and our advertising and payments technological know-how make us confident about 2010 in our effort to continue our development and, in particular, to launch our micropayment business in some new countries, such as the United Kingdom, Germany and Sweden".

On-line Advertising

The Group's on-line advertising activity continues to resist the advertising market crisis and to benefit from its leading position. Excluding acquisition and after the first two quarters of activity decline, the third and fourth quarters demonstrated a beginning of recovery with certain countries getting back onto the growth path for the last three months of the year.

Quarterly organic growth of the advertising activity
(excluding AdLINK Media)

Sales in millions of euros	Q1 2009	Q2 2009	Q3 2009	Q4 2009
Advertising	13.2	15.0	11.3	18.8
Variation in % vs. 2008	-6%	-8%	-5%	-3%

Taking into account AdLINK Media in the perimeter, the business increased by 68% compare to the fourth quarter of 2008 and 24% for the full year. Only four months after its acquisition, AdLINK Media integration has now been finalised. The common teams, commercial offers and tools are being deployed and marketed in all European countries the Group has presence.

Micropayments

The Group's micropayment business grew strongly in 2009, up to 30% compared with the previous year. For the fourth quarter, organic growth remained strong at 18% year on year.

Following the United States and Scandinavia, the activity has been launched in Germany and in the United Kingdom during the fourth quarter. All of these new countries openings should contribute to the activity growth and to the Allopass internationalisation strategy.

Publishing

The Group's sites also demonstrated their resilience to the current business conditions. Despite a 6% decline in advertising revenue for the full year, the own and operated sites limited the negative advertising impact thanks to the micropayment revenue, up to 29% for the year. The Group sites' to total sales increased by 2% to 15.4 million euros.

The audience of the Group's sites represents more than 50 million unique users per month, with a record audience in December for jeuxvideo.com and toutlecine.com, the latter attracting almost 1 million unique users per month. (source: Google Analytics, December 2009).

Perspectives

Thanks to its accurate anticipation of the negative effects of the economic crisis on the advertising market, a cost-cutting policy implemented as of the end of 2008, and a unique positioning and key technological know-how, the Hi-media Group has been able to get through the year 2009 successfully.

The group tackles 2010 with confidence. The on-line advertising activity should fully benefit fully from its undisputable positioning in Europe and from the market recovery expected in mid-2010, while the micropayment business should benefit from its natural market growth and from its international expansion.

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 Allopas. The group which operates in 9 European countries, USA and Brazil employs more than 500 people and posted in 2009 172 million euros in sales (consolidating AdLINK Media as of 1st of September 2009). Independent since its creation in 1996, the company is listed since 2000 on the Euronext Eurolist Paris (Eurolist B) 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

Full year 2009 earnings: 17 March 2010, after the market closure

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