

Hi-media Payments signs partnership agreements with Orange, SFR, Bouygues

Allopass is the first micropayment solution to expand its mobile payment offering with the MPME solution.

Paris, 25th of February 2010 – The online media group Hi-media (ISIN Code FR0000075988 - HIM, HIM.FR), the European leader in monetising the Internet audience, announced today that its payment activity Hi-media Payments is expanding its micropayment offering yet again, making the new MPME (Micro Payment Mobile Enablers) solution available on its Allopass platform to its 280,000 sites, effective 18 February 2010. Website publishers can now build in the solution in a matter of minutes to sell multimedia services and content for one-shot amounts of up to 8 euros. The transaction is then charged directly to the subscriber's mobile phone account.

This new mobile payment solution is just what publishers have been waiting for...

With ten years of experience in the micropayment field to its credit, Allopass is delighted to be launching MPME: *“The MPME mobile payment solution is ideal for publishers constantly on the look-out for fast, simple and flexible payment solutions for billing their services. Better still, MPME allows them to bill amounts above the 3 euro cap on SMS micropayments,”* explains Eric Giordano, CEO of Hi-media Payments.

... and Internet users too

“The MPME solution is totally in line with two key findings of the first Allopass Micropayment Barometer conducted by IFOP for Hi-media in October 2009, and so should have immediate appeal to Internet users,” commented Cyril Zimmermann, CEO of the Hi-media Group.

The survey showed that:

- micropayment is extremely popular with Internet users as a means of fast, easy access to leisure services and content (games, music, video) and for everyday applications (small ads, document downloads);
- Internet users appreciate micropayment solutions because they are “simple to use”.

3 simple steps to make a purchase...

- 1-** To make a purchase on the site of his or her choice, the user **enters his/her mobile number** (unless logging on from the mobile phone, in which case there is no need to enter the number).
- 2-** A few seconds later, the user receives **an SMS containing a link** to the mobile payment page.

3- The user confirms the transaction for direct access to the web or mobile content.

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 Payments

Hi-media Payments, through its product offering Allopass, is a leading provider of micropayment solutions worldwide with more than eight million transactions processed every month from thousands of merchant customers worldwide. The Allopass payment service offers multiple micropayment options at online checkouts, including billing through mobile phone or premium SMS; credit and debit cards, home phone billing, ISP billing, prepaid cards, and its own electronic wallet. The company's all-inclusive payment offering enables merchants to monetize in more than 60 countries.

- For more information visit www.allopass.com
- Visit our blog: <http://blog.hi-media.com>
- Follow us on Twitter: www.twitter.com/allopass
- Become a fan on Facebook: <http://bit.ly/4rc4Eq>

About Hi-media Group

Hi-media, the online media group, is one of the top Internet publishers 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 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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