

www.MyGameCover.com

**A fun new site launched by Jeuxvideo.com
to create video game jacket covers**

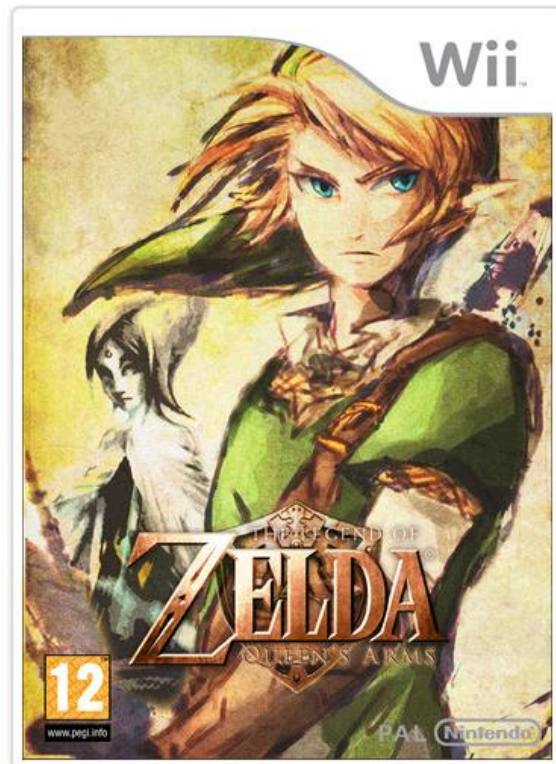
Paris, 25th of March 2010 – On 15 February, Jeuxvideo.com launched www.mygamecover.com, a new website where fans can create their own video game jacket covers online.

Original, funny, off the wall or simply astonishing, the jacket covers on www.mygamecover.com are the work of gamers of all ages letting their imagination run riot.

In just two clicks, a gamer chooses the type of console the game is played on, then customises a cover with a photo or illustration and a text, choosing from a vast range of fonts and colours.

When the cover is posted online, subject to moderation by the site, the user community comments on designs and awards scores. The best of the covers are highlighted in the “Top jacket covers” section. Users can also post their designs on Facebook and Twitter.

The concept is already proving a great success, with close on 11,000 jacket covers created since the launch and 82,000 unique users visiting the site in February alone.



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About Jeuxvideo.com

Founded 1997, Jeuxvideo.com is THE video games website in France whether for console, PC or Internet gaming. Jeuxvideo.com is part of the Hi-Media Group. Audience: 4,175 million unique users per month (source: NNR, December 2009). Traffic: 534 million page views per month (source: Internal, January 2010)

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 Advertising 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

Sales figures and quarterly information for the first quarter of 2009: 4 May 2010, before the market opening.

Annual shareholder's meeting: 4 May 2010 at 2pm

Earnings for the first half of 2009: 31 August 2010, before the market opening

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