

Paris, 8 July 2010

Hi-media Advertising rolls out Hi-media Mobile in Europe

Paris, 08 July 2010 – The on-line media group Hi-media (ISIN Code FR0000075988 - HIM, HIM.FR), the European leader in monetising the Internet audience, proudly announces the rollout of Hi-media Mobile in Europe.

Hi-media Mobile offers European advertisers a comprehensive portfolio of mobile advertising and promotion solutions:

- A mobile advertising inventory of over 80 million ad impressions¹ from a broad portfolio of European mobile sites. Advertisers can opt for a choice of classic or high-impact formats according to their particular needs.
- Range of websites consultable from every type of mobile, and creation of event-specific micro-sites for special campaigns. Various options can be integrated to make sites even more interactive: audio and video animations, SMS alerts, downloads, etc.
- Development of mobile apps.

The Hi-media Mobile offer is based on an exclusive network of mobile Internet sites, split into three verticals:

- **"News & Sport"** places advertisers on a series of news and sports sites, including RTL, Rue89.com and PSG.fr in France, Wall Street Italia in Italy, DeTelegraaf in the Netherlands, etc.
- **"Entertainment"** includes websites such as Jeuxvideo.com, Fun Radio, Quick or RTL2 in France, Alfemminile.com in Italy, El Multicine in Spain and Der Bayerische Fussballverband in Germany.
- **"E-commerce & Travel"** covers some of the key sites in Europe, including RATP.fr, Vodafone Live and KPN Vandaag in the Netherlands and Email.it in Italy.

More details about the Hi-media Mobile offering and the list of mobile Internet sites can be obtained in each of the nine European countries in which the Hi-media Group operates, from the dedicated local sales teams specializing in mobile advertising.

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 :

¹Source: Adserver Mads, May 2010

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 Allopass. The group which operates in 9 European countries, USA and Brazil employs more than 500 people and posted in 2009 206 million euros in sales (proforma). 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

H1 2010 sales: 20 July 2010, after the market closure

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