

BIGPOINT & TURTLE ENTERTAINMENT CHOOSE ALLOPASS FOR PAYMENTS

Paris, 19 August 2010 – Hi-media Payments, the leading ePayment business unit of Paris-based Hi-media Group (ISIN Code FR0000075988 - HIM, HIM.FR), today announced that its micropayment solution Allopas wins Bigpoint and Turtle Entertainment, both German based companies, as new customers.

"We are extremely happy to further expand our business with Bigpoint and Turtle Entertainment that are both market leaders and among the most dynamic and innovative players in the online game industry", says Cyril Zimmermann, CEO and founder of Hi-media Group.

German based Bigpoint, one of the worldwide leading games portal which has more than 136 million registered users, has chosen Allopas, to power its payment solutions in Latin America. This will allow the growing user base from this area to quickly, simply and securely pay for even more enjoyment and increasing engagement with the Bigpoint games. "With Allopas and Hi-media Payments, we have decided to expand our business in Latin America with a reliable partner we have worked with for years", explains Linus Menden, Bigpoint Chief Financial Officer. "The Allopas micropayment solutions are key for our economic success, especially in markets with low banking and credit card coverage".

Moreover, German based Turtle Entertainment, the European leader in electronic sports (eSports) will use Allopas micropayment services for its Electronic Sports League game which is present in 37 different countries with 2.5 million registered users. It will use the Allopas payment options in various countries to provide its users with a fast and secured payment system. "With Allopas we chose a partner with more than ten years of international experience in micropayments", says Bjoern Metzdorf, Chief Information Technology at Turtle Entertainment. "For us as an international player, this is a key criteria. Furthermore it was important to work with a partner which has an international offer and has as many payment methods as possible. It is important that the users can pay the way they are used to and the way they like. This can be very different from one region to another", adds Metzdorf.

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 Bigpoint

With 136 million registered users, Bigpoint is the largest German Gaming Portal and one of the Top 3 worldwide. As the Number 1 in online games, Bigpoint offers a wide selection of high-quality online games. As a publisher, content provider and developer, Bigpoint sets the benchmark in technology, gameplay and fun.
www.bigpoint.net

About Turtle Entertainment

Turtle Entertainment was founded in 2000 and is the European market leader in eSports. The Electronic Sports League is present in 37 countries worldwide. 2.5 million registered users make the league-portal www.esl.eu one of the largest of its kind. Turtle Entertainment has over 160 employees and is located in Cologne, Germany, while working with 15 license partners globally.

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 publisher in the world with nearly 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 10 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

Half year 2010 earnings: 31 August 2010, before market opening

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