

Paris, 26 August 2010

Hi-media announces two new appointments:

- **Philippe Grand appointed Managing Director of the Publishing activity**
- **Claude Monnier appointed Human Resources Director**

Paris, 26 August 2010 – The on-line media group Hi-media (ISIN Code FR0000075988 - HIM, HIM.FR), the European leader in monetizing the Internet audience announces that it has appointed two new directors, in order to strengthen the Group in its growth path.

Philippe Grand, 39 years old, has been appointed head of the Group Publishing activity where he will be in charge of :

- Hi-Pi, the Group publishing subsidiary, responsible for editing websites around the Entertainment vertical, managing the blog platform Blogorama and creating events on the digital media;
- Odyssee Interactive, the company that edits jeuxvideo.com, gameonly.com and mygamecover.com ;
- The social network, dedicated to pictures, Fotolog
- Managing the various sites launched the last few years by the Publishing teams in Spain, Belgium and Portugal.



Philippe Grand background:

Philippe graduated from HEC and started his professional career as a junior consultant at Corporate Value Associate. In 1997, he took part in the purchase and then, a year after, in the sale of the directory the Annuaire Soleil to the Norwegian Group Telenor Media where he became COO of the directory. After two years dedicated to conduct entrepreneur projects, Philippe became COO the Journal de Transactions Automobiles. From 2003 to 2009, Philippe Grand was at the same time CEO of Webcar SAS and COO of the site Automarche.fr, both companies being specialized in automotive classified ads. Philippe Grand will join Hi-media Group in September.

Claude Monnier, 41 years old, has been appointed Human Resources Director of the Group which accounts more than 500 employees as of today. In this context, Claude will be in charge of accompanying and advising all the Group head of activities in their management of the employees' skills and careers.

Claude Monnier background:

Claude graduated from three different masters in economy, private law and labor psychology and started his professional career within the HR department at SNCF. He became head of the recruitment department within the insurance company Prevoir and then project manager at Publiprint Figaro Group. In 2000 he joined the Monster Group as Human Resources Director for South Europe. In 2009 he was in charge of the HR integration project at Yves Saint-Laurent within the L'Oréal Group. Claude Monnier will join Hi-media Group in September.



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 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 Allopas. 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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