

Paris, 9 September 2010

**Three new contracts for Hipay:
Skyrock, Prestashop
and Asso&Co, the Banque Postale association portal**

Paris, 9 September 2010 – Hi-media Payments, the payment division of the Hi-media Group (ISIN Code FR0000075988 - HIM, HIM.FR), announces that its Hipay electronic wallet has signed three new contracts with Skyrock, Prestashop and Asso&Co.

Created in 2009 by the online media group Hi-media, Hipay provides a secured multi-currency ewallet¹. It provides its users, whether buyers or retailers, with many exclusive functionalities in order to facilitate online transactions.

Hipay announced today, the signing of three new major contracts, with:

- www.skyrock.com, for its community of Skybloggers;
- Prestashop and its online shop creation solution;
- la Banque Postale for its Asso&Co solution dedicated to associations.

Skyrock motivated by the parental control & secured transactions features

Skyrock, the leading French speaking social network for people aged between 12-25 years, in terms of notoriety and brand, and 1st European social network for 12-18-year-olds², offers the Skybloggers and their parents the possibility of opening their own Hipay account. Thanks to Hipay's innovative parental control solution, they can therefore securely purchase options on the site www.skyrock.com, as well as goodies or even customized T-shirts.

Skyrock has therefore chosen a solution that meets the needs for freedom and autonomy of young people, while guaranteeing that parents can keep an eye on their purchases.

Hipay also meets Skyrock's requirements in terms of security, since it includes the latest available technologies: identification by a digital number pad, integration of the SSL protocol, anti-phishing key, encryption of private and banking data.

Hi-media is pleased to offer Hipay to Sky-surfers, who represent 37 million opened accounts, 27 million blogs and 17 million profiles².

Prestashop offers Hipay to its e-retailers

Prestashop, an open-source solution for a simple and quick creation of an online shop, has more than 15,000 shops and more than 10,000 active members. The Prestashop payment management platform is available in 27 languages, it accepts all currencies and provides e-retailers with some 20 different payment solutions, including Hipay.

Prestashop users can therefore integrate Hipay into their online shop, thereby offering their own customers a reliable and secured electronic payment solution. They benefit

among other things from a guarantee of sufficient fund provisions that approves the transaction in real-time, as well as 24/24 customer assistance.

Prestashop has also adopted Hipay for the invoicing of its tools and services available on www.prestashop.com.

The Banque Postale selects Hipay and Izi Collecte team

Launched by the Banque Postale in March 2010, Asso&Co is a community site dedicated for the 360,000 customer associations of the Banque Postale and their participants: directors, volunteers, employees, members...

The services offered by Asso&Co include the payment of contributions and online collection of gifts. This activity is strictly regulated by French law, and associations are among other things required to collect the entire amount of the gift or contribution in their bank accounts.

A turnkey solution developed by Hipay, in association with Izi Collecte, now allows the associations using Asso&Co to comply with the legal constraints, which thereby convinced the Banque Postale to select this electronic payment solution.

¹Hipay is a CBFA-approved electronic money establishment, with a banking licence recognised by the European central banks

²Source Skyrock

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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](https://twitter.com/allopass)
- Become a fan on Facebook: <http://bit.ly/4rc4Eg>

About the Hi-media Group

Hi-media, an online media group, is one of the leading publishers of general public Internet sites in the world, with more than 50 million unique users. Hi-media is also the European leader in the interactive advertising and electronic payment markets. As such, its economic model is based on two revenue sources: online advertising via the Hi-media Advertising network and content monetization via the Allopass micro-payment platform.

Present in 9 European countries, the United States and Brazil, the group employs more than 500 people and generated pro forma sales of more than 206 million euros in 2009. Independent since its creation in 1996, the company has been listed on the main Euronext Paris segment (Eurolist B) for 10 years, and it is included in the SBF 10, CAC IT, and CAC Small 250 indices. ISIN code: FR 0000075988.

Hi-media has been recognised as an OSEO "innovative company" (FCPI- innovation investment mutual fund - designation).

Site: www.hi-media.com

Financial communication

Sales and quarterly information for the third quarter of 2010: On 3 November 2010 after the market close.

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