

Paris, December 2, 2010

Meetic renews its contract with Hi-media Advertising for Europe

Paris, December 2, 2010 – Hi-media Advertising, the online advertising division of online media group Hi-media (ISIN FR0000075988 - HIM, HIM.FR), the European leader in monetizing the Internet audience, today announced the renewal of its exclusive pan-European contract with Meetic.

Meetic, the leading European online dating network, has just renewed its contract with the Hi-media Group, ensuring that online advertising network Hi-media Advertising will continue to manage and market Meetic websites in Belgium, France, the Netherlands, Portugal and the UK.

« We are very happy to pursue our European relationship with Meetic, a leader on its market and one of the most innovative website in this segment», declared Cyril Zimmermann, CEO and founder of Hi-media Group.

Meetic: over 5 million unique users a month in Europe

Meetic enjoys a high level of brand awareness, with over 42 million registered members in Europe and a massive global audience of over 5 million unique users a month¹. Meetic also enables advertisers to optimize their campaigns by targeting member profiles for a range of criteria, such as gender, age, place of residence or centers of interest.

Meetic: a key reference in Hi-media Advertising's "Women" vertical

As the flagship vertical in the Hi-media Advertising offer, with 24 million unique users a month in Europe², the "Women" vertical includes many of Europe's leading women's websites: actustar.com, closermag.fr, delamaison.fr, dromadaire.com and 750g.com in France; erdbeerlounge.de and lifeline.de in Germany; mijnreceptenboek.nl in the Netherlands; 9maand.be in Belgium; alfemminile.com and benessere.com in Italy; ABCdoBebe.com and mulherportuguesa.com in Portugal; enbuenasmanos.com and diariofemenino.com in Spain, and Fashion UK in the United Kingdom.

Sources: ¹comScore, April 2010 ; ²Nielsen/Comscore/ Stir/ Internal, August 2010 (aggregate audience for offers in France, Belgium, the Netherlands, UK, Germany, Italy, Spain, Portugal)

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 under the Corporate Information heading.

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 publishers in the world with more than 50 million unique users. Hi-media is also the leading European player in interactive advertising and electronic payments. 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 in 2009 posted 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

Sales information for the fourth quarter of 2010: Tuesday, January 25, 2011 after market closure.

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