

Hi-media Payments announces a new partnership with Mobilians in South Korea

Paris, December 29, 2010 – Hi-media Payments, the leading ePayment business unit of Paris-based Hi-media Group (ISIN Code FR0000075988 - HIM, HIM.FR), announces that it has signed a partnership with Mobilians for co-branding of mobile payments in South Korea, already available on the micropayments platform Allopas.

"We are extremely happy to partner with a market leader in South Korea and Mobilians is among the most dynamic and innovative payment processors in the country", says Kerry Morgan, Head of Business Development of Hi-media Payments for APAC & Middle East. "Adding South Korea, with 50 million of mobile subscribers, to our growing list of active countries across the region will bring significant value to our merchants worldwide."

"We have recently launched our international mobile payment transactions in conjunction with key interconnection billing partners around the globe", said Jason Lee, General Manager of Global Business for Mobilians. "We are very pleased to have this new strategic partnership with our European counterpart, Hi-media Payments. This partnership will create more synergies and new business development using the competitive advantages of both companies."

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 Payments

Hi-media Payments, through its product offering Allopas, is a leading provider of micropayment solutions worldwide with more than eight million transactions processed every month from thousands of merchant customers worldwide. The Allopas 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 65 countries.

For more information: visit www.alopass.com and www.hipay.com.

About Hi-media Group

Hi-media, the online media group, is one of the top Internet publishers 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

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

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