

Hi-media Payments: 20 million potential users more

New contract signatures for Allopass and Hipay with online video games publishers Owlent, Chapatiz and Virtual Tweens representing together more than 20 million users mainly localized in Europe.

Paris, January 12, 2011 – Hi-media Payments, the leading ePayment business unit of Paris based Hi-media Group (ISIN Code FR0000075988 - HIM, HIM.FR), announced that it has signed new contracts with three online game publishers Owlent, Chapatiz and Virtual Tweens. These publishers represent all together more than 20 million users mainly localized in Europe among which France, Germany and Poland.

While reinforcing its leadership, Hi-media Payments is actively pursuing its development in the online gaming sector, ideally suited to the use of micropayments by gamers.

Owlient incorporates Allopass solutions into its simulation games

Owlient, founded in 2005 and now numbering over 16 million signed-up members worldwide, develops games that maximize interaction: an Owlient game is played with thousands of other players, all playing their part in the evolution of a virtual world. Owlent offers three games set in very different worlds: Equideow.com is a horse breeding simulation, Babydow.fr offers the chance to take care of one or more babies, from birth to school, while players on Fashiown.fr can become top models, organize unforgettable catwalk shows and play the current top fashion designer.

Owlient has incorporated the full Allopass range of SMS and Audiotel solutions to provide access to the virtual currency needed to progress in the games.

Allopass monetizes the world of Chapatiz in "pepettes"

Chapatiz publishes a game of the same name, Chapatiz.com, which is a fun virtual world for 12 to 17 year olds where they can chat and meet customizable avatars. Allopass SMS and Audiotel solutions enables young, unbanked players (under parental control) to buy virtual currency, known as "pepettes", used to buy goodies.

Allopass and Hipay turn young Internet users into "Pioneers" on Ekoloko.fr

Ekoloko, published by Virtual Tweens, is a community-based "green" virtual world aimed at children aged 7 to 12. Based on a "freemium" model, signing up for Ekoloko is free to all comers. Players can then graduate from the level of Eko (the initial character) to Pioneer, a more engaged player, with extra content and unique possibilities. Access to Pioneer status is only available through paid membership.

Pioneer subscriptions can be paid for using Allopass, via prepaid card, bank card or the Hipay electronic wallet.

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 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 66 countries.

For more information visit www.allopass.com and www.hipay.com

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 9 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

Blog: <http://blog.hi-media.com>

Financial communication

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

Investor contacts:

Cyril Zimmermann

President and CEO

David Bernard

Chief Operating Officer

Tel: (33) 1 73 03 89 00

Fax: (33) 1 73 03 89 54

E-mail: infofin@hi-media.com