

Paris, January 25 2011

**HI-MEDIA GROUP POSTED A 29% INCREASE IN SALES FOR THE FULL YEAR 2010
AT 222 MILLION EURO**

- **Positive change in trend for the Advertising activity**
- **Strong organic growth at the Payments level**

Paris, 25 January 2011 – The on-line media group Hi-media (ISIN Code FR0000075988 - HIM, HIM.FR), the European leader in monetising the Internet audience, releases its sales figures for the full year 2010.

Consolidated sales (in million euro)

FY2009	FY2010	Variation
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Sales

Advertising	76.3	107.4	+ 41%
Payments	96.0	114.1	+ 18%
Total	172.3	221.6	+ 29%

	Q1 2010	Q2 2010	Q3 2010	Q4 2010
Consolidated sales	51.0	57.7	48.8	64.1

Commenting on the full year 2010 sales figures, Hi-media Group's founder and CEO Cyril Zimmermann declares:

« We posted 222 million euro in sales for the full year 2010, increasing by 29% the sales activity compared to last year. The Group size has changed dimension and we have spent the year focusing on optimizing our organization and promoting key technological innovations. The largest part of the incurred investments is behind us and all our activities should benefit from a very positive 2011 environment, thanks to an expected strong growth of the online advertising market and a wider development of the online payment usage. »

Hi-media Advertising: a very positive end of year dynamism

The Group posted a strong activity growth in 2010. While the first nine months of the year have been dedicated to the AdLINK Media integration and to the Dutch and German activity

restructuring, the fourth quarter has demonstrated a recovery in those two countries and confirmed the dynamism of the other markets. Illustrating this positive fourth quarter trend, France and Italy respectively posted a 24% and 26% increase in sales during this period.

Thus, the display advertising activity (excluding sponsored links / search marketing) for the end of the year recovers a positive growth trend.

Online Advertising sales (excl. sponsored links/search marketing)	Q1 2010	Q2 2010	Q3 2010	Q4 2010
Variation in % vs. 2009	0.5%	-0.3%	-0.6%	4.3%

This advertising growth upturn should be confirmed in 2011 and shall accelerate; partly thanks to the development of the performance marketing activity that has been successfully launch in 2010 and that will positively contribute to the activity profitability in 2011.

Hi-media Payments: Continuous strong growth

The Group e-payment activity, focused on the Allopass (www.allopass.com) and Hipay (www.hipay.com) platforms, continues to post double digits growth rate with an end of the year that showed strong commercial dynamism illustrated by the recently announced contract signatures in South Korea and Europe.

Payment activity	Q1 2010	Q2 2010	Q3 2010	Q4 2010
Growth rate in % vs. 2009	16%	27%	15%	18%

These recent commercial developments as well as numerous technological innovations recently finalized **will enable the Group to demonstrate strong sustainable activity growth in 2011.**

Hi-media Publishing: back to growth

Following the summer restructuring, the Group Publishing activity recovered a growth path with a 15% increase in sales during the last quarter of 2010. This upturn is notably due to the video ad format inventories on jeuxvideo.com and toutlecine.com which represent one of the largest offer of the French market. The fourth quarter reflects a quick upturn of the activity after the registered decrease over the first half of the year and the flat activity level during the third quarter.

In total for the full year 2010 the Publishing sales level reached 14.1 million euro.

Perspectives

The Group has demonstrated strong performances during the last quarter of the year 2010 that advocate for a well oriented 2011 year in term of sales and profitability.

The Group will release its full year and consolidated 2010 accounts on March 23rd, 2011 after stock market closure.

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

Full year 2010 results: Wednesday, March 23, 2011 after market closure.

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