

**Hi-media Payments :
Allopass, compliant with all virtual currencies**

A proprietary technology dedicated to the online video game market

Paris, February 8, 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 launched a new Allopass script dedicated to virtual currencies.

Virtual currencies, a growing market!

Virtual currencies usage recently strongly grew on Asian, US and European gaming platforms. They allow these platforms to manage with high flexibility their community and to implement “freemium” business models which mix a free user experience and a premium part inside the game scenario.

This market, which already worth several billions of dollars worldwide, represents a huge market opportunity and Hi-media Payments intends to continue to accompany its clients in this specific segment.

A “plug and play” proprietary technology

Thanks to its new optimization algorithm, Allopass is now able to automatically generate the most accurate price points and method of payments in a given geographical area and targeted audience in order to optimize the purchase of virtual currencies on online gaming platforms.

Hi-media Payments also implemented a set of key performance indicators (KPIs) in its solution to enable the publishers to closely monitor the users gaming habits and thus optimize their client relationships.

**Hi-media Payments will launch its VCS solution (Virtual Currency Script)
during the Casual Connect Conference, in Hamburg
from February 8th to 10th**

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, is a leading provider of micropayment solutions worldwide with more than eight million transactions processed every month worldwide. Hi-media Payments offers multiple micropayment options at online checkouts, including billing through mobile phone or premium SMS, 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 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 Hi-media Payments.

The group which operates in 9 European countries, USA and Brazil employs more than 500 people and in 2010 posted 220 million euros in sales. 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".

[Website: www.hi-media.com](http://www.hi-media.com)

[Blog: http://blog.hi-media.com](http://blog.hi-media.com)

Financial communication

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

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