

Hi-media Publishing: Jeuxvideo.com is the third French most consulted website as per the OJD Internet ranking

Jeuxvideo.com confirms its position as leader in France and Europe in the Entertainment and video game sectors

Paris, March 7, 2011 – Jeuxvideo.com, the top video games website in France in terms of audience, confirms its status as a leader in the French Internet world by storming into the OJD* Top Ten for January 2011, its first month of OJD membership.

The gold standard website in the Entertainment vertical

The Hi-media Group website confirms its status as leader in France in the "Entertainment" vertical¹. All categories combined, Jeuxvideo.com ranks as the third most consulted website with over 540 million page views¹, and the sixth most visited with almost 43 million visits per month¹.

Leadership driven by a wealth of innovation and media

Jeuxvideo.com enjoys unrivalled expertise and capacity for innovation, working for both Internet users and advertisers through unique content and media:

- ✓ **Rich, diversified editorial content, constantly changing:**
A team of specialist journalists at the cutting edge of whatever is happening in the world of console, PC or mobile games writes daily exclusive news, produces tests, provides with tips, and selects demos or video games trailers.
- ✓ **Quality video content:**
In addition to the care jeuxvideo.com devotes to its written content, the site also produces its own reports and video programs: a daily news bulletin, *gameplay* tests, coverage of trade fairs, etc. In December 2010, over 20 million video views were registered².

This quality content keeps regular readers coming back for more and attracts a constant stream of new Internet users.

The success of the declination on mobile: a new growth driver

Video game fans can also keep abreast of all the news on the Jeuxvideo.com mobile website and iPhone app. Just a few months after launching, the Jeuxvideo.com mobile app is already a huge success, currently attracting over 8.5 million page views³.

*The OJD provides certification and publication of attendance figures for websites and mobile applications, according to the criterion of Visit and Page View

Sources: ¹OJD ranking, eStat, February 2011; ²Publisher; ³eStat, January 2011

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 jeuxvideo.com

Jeuxvideo.com, founded in 1997, is THE gold standard in France for websites dedicated to video gaming, whether on console, PC or Internet. Jeuxvideo.com is a Hi-media Group website. Audience: 42.8 million visits per month (source: eStat, February 2011). Traffic: 546 million view pages per month (source: eStat, February 2011)

About Hi-media Group

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

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

Financial communication

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

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