

Hi-media Advertising announces the renewal of its exclusive contract with RTL Net

Paris, March 9, 2011 – Hi-media Advertising, the online advertising division of online media group Hi-media (ISIN Code FR0000075988 - HIM, HIM.FR), the European leader in monetizing the Internet audience, today announced the renewal for a further two years of its exclusive contract with RTL Net, the digital subsidiary of the RTL group radio stations (RTL, RTL2, FUN RADIO).

Hi-media Advertising will thus continue to manage and market advertising space on the RTL Net websites and mobile sites:

- **RTL, the number 1 radio website in France, attracts 3.9 million unique users a month¹**, added to which is the audience for its mobile site and applications, amounting to 8 million ad impressions².
- The **RTL2 and Fun Radio websites represent 573,000 and 920,000 unique users a month respectively¹**. Mobile sites and applications notch up 400,000 ad impressions² for RTL2 and 4.8 million ad impressions² for Fun Radio.

For Tristan Jurgensen, CEO of RTL Net, “the renewal of our exclusive marketing agreements with Hi-media is about more than just the strong commercial results we have achieved together over the last two years. It speaks to the confidence we have in the development of Hi-media Advertising – in events-related formats, on mobile or video – that will enable us to take best advantage of all these new advertising activities”.

Hi-media Advertising proposes a number of innovative advertising solutions

This continued collaboration with RTL Net enables Hi-media Advertising to continue to offer advertisers a wide range of campaigns, from classic advertising solutions (IAB standard formats) to innovative solutions underscoring the brand message (display offers, special campaigns, video, performance and mobile).

The RTL websites and mobile sites join the “News” vertical of Hi-media Advertising France

RTL goes on offer to advertisers within the News vertical of the Hi-media Advertising France offer, alongside many other leading general and special interest news sites such as rue89.com, RFI.fr or Sport365. Hi-media News, which ranks in the Top 3 in its category, represents **18 million unique users³ and 1.4 billion ad impressions a month⁴**.

The RTL2 and Fun Radio websites and mobile sites join the “Entertainment” vertical of Hi-media Advertising France

RTL2 and Fun Radio join the Entertainment vertical of the Hi-media Advertising France offer. Advertisers use this vertical to communicate on websites covering a wide variety of worlds: Gamers, Music, Cinema and Going Out, including Jeuxvideo.com, Toutlecine.com, Qype or Francebillet. Hi-media Entertainment ranks **third on the e-advertising market in France in the Entertainment vertical, with 16 million unique users³ and 2 billion ad impressions a month⁴.**

Sources: ¹NNR, December 2010 and January 2011; ²Mad's, December 2010; ³NNR, deduplicated audience, December 2010 and January 2011; ⁴Adtech, November 2010

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. 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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