

**Hi-media Advertising Spain:
Exclusive contracts signed with 3DJuegos and Juegos DB**

Paris, March 31, 2011 – Online media group Hi-media (ISIN Code FR0000075988 - HIM, HIM.FR), the European leader in monetizing the Internet audience, announced the signature by its online advertising division, Hi-media Advertising Spain, of two new exclusive contracts with 3DJuegos and Juegos DB.

3DJuegos and Juegos DB, two leading video gaming sites in Spain

3DJuegos is Spain's leading online review specializing in video games. The independent site, launched by a group of journalists and professionals specializing in the sector, provides international news updates on the world of video games through special reports, analyses and videos. Content is produced both in Spain and around the world, thanks to the site's foreign correspondents. **3DJuegos.com attracts 5.3 million unique users a month¹.**

Juegos DB covers all the news on video games and consoles, but also offer tips and cheats to get to the next levels, plus guides, analyses and videos. **JuegosDB.com draws over 1.2 million unique users a month¹.**

3DJuegos and Juegos DB reinforce the "Gaming" channel of Hi-media Advertising

3DJuegos and Juegos DB integrate the Hi-media "Gaming" channel that amounts to **23.5 million unique users² and 2.2 billion impressions³ per month.**

Hi-media "Gaming" aggregates the audience of major sites in the video and online games universe such as jeuxvideo.com (the leader in video games news in France and French-speaking Belgium), Rock You, gameonly.com, spieletipps.de, gamerDNA.com, gamersnet.nl or hi-gamers.com.

Sources: ¹OJD Interactiva, February 2011; ²Nielsen/comScore/Stir/publishers, January 2011 (aggregate audience for offers in France, Belgium, Netherlands, UK, Germany, Italy, Spain and Portugal); ³Adtech, 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 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:

First quarter 2011 sales figures and quarterly information: May 3, 2011 before market opening.

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