



Press Release

Hi-media Advertising signs an exclusive pan-European agreement with Dailymotion

Paris, April 5, 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, signs a pan-European agreement with Dailymotion. Hi-media Advertising will market Dailymotion advertising space in Germany, Belgium and the Netherlands.

Dailymotion offers its users to watch videos through twenty different channels. Thanks to its unique technology player, Dailymotion permits to share videos by publishing them on blogs or social networks.

Among the leading sites in its sector, **Dailymotion represents 46 million unique users¹ and over 600 million videos viewed¹ per month in Europe.**

Innovation leading the advertising strategy

Hi-media Advertising and Dailymotion offer advertisers innovative solutions for bespoke campaigns to underscore brand message. Offers include:

- **Display campaigns incorporating numerous formats**, from the classics to the most innovative;
- **Video-based advertising operations** (In-stream video ads or video ads inserted in IAB standard formats) for unique, high-impact campaigns;
- In addition to integrated advertising, advertisers can also differentiate themselves by **creating their own Web TV or via sponsoring and viral marketing operations.**

Dailymotion, a reference site in the "Entertainment" vertical of Hi-media Advertising

Flagship of Hi-media Advertising's offering with 60 million unique users² and over 3.5 billion of impressions³ a month in Europe, Hi-media "Entertainment" includes leading entertainment websites in Europe such as Fun Radio, Jeuxvideo.com and Qype in France, Skyrock and Kinopolis.be in Belgium, Spieletipps.de and Universal Music in Germany, 3D Juegos and Entradas in Spain or Pathe and SBS6.nl in the Netherlands.

Hi-media Advertising operates in nine countries across Europe* and reaches close to 150 million unique users¹ a month in Europe which represents 56% coverage of Internet users in the market.

Sources: ¹comScore, January 2011; ²Nielsen/ comScore/ Stir/ Publishers, January 2011 (aggregate audience for offers in France, Belgium, Netherlands, UK, Germany, Italy, Spain and Portugal); ³Adtech, January 2011.
*France, Belgium, Netherlands, Germany, UK, Sweden, Spain, Portugal and Italy

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 CAC Small and CAC All-Tradable. 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>

About Dailymotion

As one of the leading sites for sharing videos, Dailymotion's network of sites attracts over 93 million unique monthly visitors (source: comScore, February 2011) and one billion videos views worldwide. Dailymotion offers the best content from users, independent content creators and premium partners. Using the most advanced technology for both users and content creators, Dailymotion provides high-quality and HD video in a fast, easy-to-use online service that also automatically filters infringing material as notified by content owners. Offering 32 localized versions, Dailymotion's mission is to provide the best possible entertainment experience for users and the best marketing opportunities for advertisers, while respecting content protection. www.dailymotion.com.

Financial communication

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

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