



Press Release

## **Hi-media Advertising Germany: new exclusive contract signed with Dnews.de**

**Paris, April 12, 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, announces the signature of an exclusive agreement with the news portal Dnews.de in Germany.

**Reaches over 2.7 million unique visitors per month<sup>1</sup>**, Dnews.de is intended for readers, who are looking for a quick overview of the latest news. The News portal is characterized by its intuitive user guidance and clear layout.

Antje Winter, Chief Editor of Dnews.de: "The co-operation with Hi-media enables us to enhance Dnews.de's position on the German market. The rapid growth of Dnews.de shows the great potential of our website. Dnews.de matches the current spirit of the time, combining reliable news with entertainment".

### **DNews.com integrates the "News & Sport" vertical of Hi-media Advertising**

With **43.6 million unique users<sup>2</sup> and over 4 million impressions<sup>3</sup> per month in Europe**, the Hi-media "News & Sport" vertical gathers audience from leading websites such as: RTL, Rue89 and RFI in France, nieuws.be and 01net.be in Belgium, The Independent and Football League in the United Kingdom, Telemoveis and MSN.pt in Portugal or Wikio and Sportal in Italy.

*Sources: <sup>1</sup>Google Analytics, January 2011; <sup>2</sup>Nielsen/comScore/STIR, February 2011 (aggregate audience for offers in France, Belgium, the Netherlands, UK, Germany, Italy, Spain, Portugal); <sup>3</sup>Adtech, February 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](http://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](http://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.

**Press Contacts:**

**Hopscotch**

Audrey Bizet

Phone: (33) 1 58 65 00 47

E-mail: [abizet@hopscotch.fr](mailto:abizet@hopscotch.fr)

Aurélie Horner

Phone: (33) 1 58 65 00 97

E-mail: [ahorner@hopscotch.fr](mailto:ahorner@hopscotch.fr)

**Investors Contacts:**

**Cyril Zimmermann**

President and CEO

David Bernard

Chief Operating Officer

Phone: (33) 1 73 03 89 00

Fax: (33) 1 73 03 42 36

E-mail: [infofin@hi-media.com](mailto:infofin@hi-media.com)

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