

Paris, September 14, 2011

Hi-Media Group announces two appointments:

- **Philippe Grand as Chief Operating Officer**
- **Gabriel de Montessus as Chief Financial Officer**

Paris, September 14, 2011 – To keep pace with its growth, online media group Hi-Media (Code ISIN FR0000075988 - HIM, HIM.FR), the European leader in monetizing the Internet audience, announces two new senior management appointments.

Philippe Grand is appointed Chief Operating Officer, replacing David Bernard, who steps down from his executive functions but remains a director of the Group.

After graduating from HEC, Philippe Grand began his professional career as a junior consultant at Corporate Value Associates. In 1997, he was involved in the buyout of directory firm Annuaire Soleil and its subsequent sale, a year later, to the Norwegian Group Telenor Media, which appointed him COO of the firm. In 2003, he was appointed COO of Journal de Transactions Automobiles. From 2003 to 2009, Philippe Grand served simultaneously as CEO of Webcar SAS and COO of the Automarche.fr website, both specializing in automotive classified ads. He joined Hi-media Group in 2010 as Vice-President Hi-media Publishing, which he reorganized and successfully relaunched.

Gabriel de Montessus, Vice-President Corporate Finance since 2007, in charge of investor relations, acquisitions and corporate finance, is appointed Chief Financial Officer of Hi-media Group. He will also continue to work with the Group's senior management on Group development and strategy related subjects.

A graduate of Paris-IX Dauphine University and the EM Lyon business school, Gabriel de Montessus was involved in setting up the Internet survey and opinion poll site Toluna.com (LSE: TOL) as Business Development Manager in 2000. He later joined VPSA (formerly Viventures), a venture capital fund focused on ICT and the Internet, where, based in Palo Alto, he was in charge of the North American investments. He then went on to become an investment banker in mergers and acquisitions with Citigroup, working mainly on Technology and Media related deals.

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.

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 around 500 people and posted 220 million euros in sales in 2010. 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>

Financial communication

Third quarter 2011 sales figures and quarterly information: November 3, 2011 after market closure.

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