

Paris, October 6, 2011

## **SKYROCK JOINS THE HI-MEDIA GROUP'S AD EXCHANGE**

**Paris, October 6, 2011** – Following the launch of its own ad exchange in early September, online media group Hi-Media (ISIN Code FR0000075988 - HIM, HIM.FR), the European leader in monetizing the Internet audience, announces a partnership with the Skyrock group.

Skyrock, the latest-generation blog platform, attracts an audience of **6.1 million unique users** (source: Médiametrie netratings June 2011) and generates **1 billion page views a month** in France (source: Médiametrie eStat June 2011). After working with Hi-media's Performance division for the past year, Skyrock has now decided to extend the partnership and has signed an **exclusive agreement with Hi-Media's ad exchange** to monetize part of its advertising inventory.

Amaury de La Taille, Deputy Director of Skyrock advertising saleshouse, said: *"We see Hi-media as one of the players best placed right now to offer guaranteed monetization of large volumes of page impressions and a stable revenue stream relatively unaffected by seasonal factors. The responsiveness and quality of its customer service ensures optimum control over the campaigns rolled out.*

*For us, this is a simple solution that hands over the task of monetizing our advertising inventory to a team of specialists with all the requisite experience and technology and so frees us to concentrate on our core business."*

Skyrock is the first publisher from outside the Hi-Media advertising network to join the Ad Exchange since its launch in early September.

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. Its business model relies thus on two different revenue streams: 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, the USA and Brazil, employs more than 500 people and in 2010 posted over 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 indices. 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**

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

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