

Skynet and Hi Media combine the advertising potential of Netlog and of Skyrock in Belgium

Paris, 20 October 2011 – Online media group Hi-Media (Code ISIN FR0000075988 - HIM, HIM.FR), a European leader in monetization of the Internet audience, has announced an advertising link-up between Netlog et Skyrock on the Belgian market.

In both northern and southern Belgium, the Netlog and Skyrock sites are the most popular social networks for the under-25 crowd. As such, Hi-Media and Skynet Advertising are now proposing a linked offer for simultaneous advertising on both sites. The combined audience of the two sites will provide advertisers with a unique opportunity to reach no less than 60% of girls between 12 and 17 years of age, and 48% of their male counterparts (*source: CIM Metriprofil November 2010 - April 2011*).

Building on its exclusive advertising network of 150 million monthly unique users, its proprietary technology and its partnership with Appnexus, Hi-Media is in a position to establish one of the most powerful European *Ad Exchange*. As such, Hi-Media has become the leading independent European actor able to offer more than 200 billion monthly ad impressions through *Real Time Bidding* on major sites, most of which are in the Nielsen/Comscore top 300.

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 more complete information about Hi-Media, please refer to our Internet site <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 on the publication date of this release, they are by their very nature subject to risks and uncertainties that could cause the actual results to differ from those indicated or projected in these statements. Hi-Media operates in a continually changing environment and new risks could potentially emerge. Hi-Media assumes no obligation to update these forward-looking statements, whether to reflect new information, future events or other circumstances.

About the Hi-media Group

Hi-Media, an online media group, is one of the top Internet publishers in the world. As such, its economic model is based on two revenue streams: online advertising via the Hi-Media Advertising network and online content monetization via Hi-Media Payments. Present in 9 European countries, the United States and Brazil, the group employs approximately 500 people and generated sales of more than 220 million euros in 2010. Independent since its creation in 1996, the company has been listed on the main Euronext Paris segment (Eurolist B) for 11 years, and is included in the CAC Small and CAC All-Tradable indices. ISIN code: FR 0000075988. Hi-Media has been recognised as an OSEO "innovative company" (FCPI- innovation investment mutual fund - designation).

Site: www.hi-media.com Visit our blog: <http://blog.hi-media.com/>

About Hi-Media Payments

Hi-Media Payments is a leading service provider in the field of micro-payment solutions around the world, with more than 8 million transactions processed each month for its clientele made up of thousands of retailers. Hi-Media Payments offers a range of micro-payment options for online collection, notably including invoicing by

portable phone or surcharged SMS, invoicing by audiotel, via Internet access invoices, prepaid cards and its own electronic wallet. The company's all-in-one payment offer provides retailers with monetization in more than 66 countries.

For more information, visit the sites www.allopass.com and www.hipay.com

Financial communication

Third quarter 2011 turnover and quarterly information: Thursday 3 November 2011, after the market closing.

Press Contacts:

Hopscotch

Aurélie Horner

Tel.: (33) 1 58 65 00 97

E-mail: ahorner@hopscotch.fr

Edwige Druon

Tel.: (33) 1 58 65 00 06

E-mail: edruon@hopscotch.fr

Investor contacts:

Cyril Zimmermann

Chief Executive Officer

Gabriel de Montessus

Administrative and Financial Director

Tel.: (33) 1 73 03 89 00

Fax: (33) 1 73 03 42 36

E-mail: infofin@hi-media.com

Site: www.hi-media.com