

Paris, November 3, 2011

HI-MEDIA GROUP ANNOUNCES AN 11% INCREASE IN THIRD QUARTER 2011 SALES TO €54.1 MILLION

- **Group activity positive growth trend**
- **Advertising confirms its upturn momentum**
- **Electronic payment maintains its strong growth pace**

Paris, November 3, 2011 – Online media group Hi-Media (Code ISIN FR0000075988 - HIM, HIM.FR), the European leader in monetizing the Internet audience, today publishes its activity report for the third quarter of 2011.

Main consolidated data (in € million)

Q3 2011	Q3 2010	Q3 Variation	H1 2011 vs. 2010 variation
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Sales

Advertising	22.2	21.7	2%	1%
<i>Advertising proforma</i>	22.0	21.1	5%	4%
Payments	31.9	27.1	18%	15%
Total	54.1	48.8	11%	8%

Q3 2011	Q3 2010	H1 2011
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Gross margin

Advertising incl. Publishing	44%	45 %	44%
Payments incl. Publishing	23%	25%	23%
Total	32%	33%	33%

Commenting on the 2011 third quarter figures, Hi-Media Group founder and CEO Cyril Zimmermann declared: "Increasing the Group activity level despite a worsening macro-economic climate is a remarkable performance. The return to double-digit growth confirms the accuracy of Hi-Media's positioning as **the marketing and e-commerce partner to the digital content industry in Europe.**"

Hi-Media Advertising: a positive dynamic

The Group confirmed the positive trend of the past twelve months. Following its reorganization in 2010, the advertising business has steadily improved its performance with constant high margins. The launch of its *Ad Exchange*, announced in September 2011, established Hi-Media Advertising as one of Europe's major players in advertising innovation.

This favorable context enables to be confident for the Advertising business unit in delivering sustainable activity growth despite the sharp downturn in the Advertising market over recent months as Europe's macro-economic environment worsened.

Hi-Media Payments: continued strong and sustainable growth

The Group's online payments business, based on the Allopass platform (www.allopass.com) and the Hi-Pay electronic wallet (www.hipay.com), reported an accelerated growth of its activity at 18% and posted its strongest performance of the last 12 months. This scenario is in line with expectations in the wake of a series of technological innovations designed by the technical teams and launched on the market in recent months.

Hi-Media Publishing: increasingly integrated

	Q1 2011	Q2 2011	Q3 2011
Sales (€ million)	3.1	4.0	3.0

The third quarter sales remained at a satisfactory level, given the traditional downturn in business over the summer months, but suffered from a high basis of comparison with the third quarter of 2010, reporting sales down by €0.7 million. A fall in sales at Fotolog should be seen in the context of the restructuring carried out twelve months ago, which returned the social network to profit on reduced levels of activity.

The Publishing business, meanwhile, is becoming increasingly integrated into the Advertising and Payments businesses as part of the marketing and sales packages the Group offers to its clients.

Outlook

Over the first nine months of the 2011 financial year, the Hi-Media Group improved its performance and made progress on the integration of its businesses. Its positioning, now firmly established, as **marketing and e-commerce partner to Europe's digital content industry** has enabled the Group to win market shares and thus maintain its

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

Financial communication

Full year 2011 sales figures: Wednesday, January 25, 2012 after market closure.

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