

Paris, 21 November 2011

Two new contracts for Hi-Media in Spain: Cocina.es and the ADSLZone mobile application

Paris, 21 November 2011 – Following the launch of its ad exchange at the beginning of September this year, online media group Hi-Media (Code ISIN FR0000075988 - HIM, HIM.FR), the European leader in monetizing the Internet audience, today announces two new contracts in Spain with Cocina.es and ADSLZone's mobile application.

Hi-Media Advertising has signed an advertising network agreement with Cocina.es (www.cocina.es), the leading Spanish food and cookery website. The signing is another step in the process of developing the Hi-Media women's lifestyle vertical, which already attracts over 3.5 million unique users in Spain (source: comScore) and over 54 million unique users across Europe (source: comScore, Nielsen, CIM) and will soon be offering advertisers real-time access via the Hi-Media Ad Exchange platform.

Raúl de la Cruz, Director of Hi-Media Advertising Spain, had this to say: *"In bringing Cocina.es into our premium offer, we are considerably extending our reach on the Spanish market. With Cocina.es, we can provide a wide range of innovative advertising formats offering greater opportunities for advertisers seeking to reach a finely-targeted audience."*

Hi-Media Publishing has also completed the development of mobile apps for iPhone and iPad for the ADSLZone group, one of Spain's leading online publishers with an audience of over 5.5 million unique users a month (source: Google Analytics). The application will provide a rich variety of editorial content and advertising solutions featuring rich media formats using HTML5. The cutting-edge technology employed will provide vital information on video display times and user reactions to the advertising. The advertising spaces will be marketed by Hi-Media Advertising

For Javier Sanz, manager of ADSLZone Group: *"We have chosen to work with Hi-Media on the strength of the Group's extensive experience as a publisher and multi-platform advertising network with established expertise in the mobile sector"*.

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://bloghHi-media.com>

Financial communication

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

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