

Hi-Media Advertising adds to its Women's Lifestyle vertical in France:

- **750g.com renews its contract**
- **Confidentielles.com joins the network**

Paris, November 28, 2011 - Hi-Media Advertising, the online advertising division of online media group Hi-Media (ISIN Code FR0000075988 - HIM, HIM.FR), the European leader in monetizing the Internet audience, renew its partnership with 750g.com and welcomes Confidentielles.com to the network.

750g.com renews its confidence in Hi-Media

Riding the wave of success currently enjoyed by the art of cooking, 750g.com ranks as one of the leaders in the category. The website attracts over **4 million unique users**¹ and generates **40 million page views**² a month.

- **2nd biggest online recipes website:** 750g.com offers Internet users editorial content and appeals to its large community of 348,000 members on the strength of its expertise, but also of its recognised and much appreciated chefs. 750g.com also features 77,000 recipes, 65 themed blogs, 350 book reviews and over 300,000 comments on recipes.
- **A significant community of bloggers:** Every day 2,350 bloggers, 76% of the French cookery blogosphere, add their editorial contribution: community loyalty is retained by means of a wide range of offers, competitions and other events.

"Thanks to the efforts of many bloggers, but also numerous appearances at specialist trade fairs (Foire de Paris, Foire d'Automne, Salons Saveurs, etc.), 750g.com has become the second most popular cookery website in France, attracting a community of enthusiastic cooks. Renewing the contract with Hi-Media will enable us to develop the brand with advertisers. The main aim in 2012 will be to add to our offering of special campaigns to provide an even better response to advertisers' digital requirements," explains Jean-Baptiste Duquesne, founder of 750g.com.

Confidentielles.com and Hi-Media, the start of a new relationship

The community-based, interactive positioning of this rising star in the women's vertical attracts over **1 million unique users**¹ to topics such as fashion, beauty, health, motherhood, etc.

- **The "most feminine of women's websites":** The Confidentielles.com website targets women, offering an information portal that covers all their centres of interest from beauty treatments to interior decoration or nutrition. The site features an extensive range of services and sections, aiming at a "user experience" based on friendliness and sharing.
- **A receptive and captive audience:** Visitors to the website are given the opportunity to recommend the brands they have encountered and so act as

opinion leaders.

Agnès Prévôt, the website's founder, said: "*For Confidentielles.com, joining forces with Hi-Media marks our intention of becoming one of the key players in Internet for women in France. In just five years, Confidentielles.com has made itself one of the most powerful affinity websites in the market for women in the 25-49 age group and now wants to put that power to work for advertisers thanks to Hi-Media*".

The Hi-Media Advertising offer in Europe : approaching 150 million unique users a month

The Confidentielles.com and 750grammes websites are available to advertisers as part of Hi-Media Advertising's European offering, which includes a number of sector benchmark sites. Hi-Media Advertising operates in 9 European countries* and attracts 149 million unique users a month³ in Europe, representing 56% coverage of Internet users.

Sources: 1Nielsen NetRatings, January 2011; 2Adtech, January 2011; 3comScore, deduplicated audience, January 2011.

*France, Belgium, Germany, UK, Netherlands, Sweden, Spain, Portugal and Italy.

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>

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