

Hi-media wins a new marketing mandate in Germany with FILMSTARTS.de

Hi-media Advertising further expands its entertainment and video portfolio

Paris, December 5 2011 – Starting 1 January 2012, Hi-media Advertising, the Online Advertising division of Hi-media Deutschland AG, will take over the exclusive marketing of FILMSTARTS.de, one of the leading film magazines on the German Internet. Within the framework of this cooperation, FILMSTARTS.de will be integrated into the existing entertainment and video portfolio. Hi-media's Premium network in the field of entertainment/movies & TV already encompasses attractive partners such as the internationally active video platform Dailymotion.com, the film portal CinemaxX.de, and the online programming guide TVinfo.de.

"The partnership with FILMSTARTS.de gives our marketing network a significant increase in market penetration in the attractive advertising field of entertainment, and solidifies our position as the market leader in this segment," says Andreas Stietzel, Managing Director of Hi-media Deutschland AG, commenting on the new marketing cooperation. "In addition to market penetration, it is primarily qualitative criteria that play an important role for us. We are therefore pleased to have FILMSTARTS.de on board with us as a new partner who fulfils our requirements in every respect. With its high-quality content and innovative advertising options, the portal fits perfectly into our premium portfolio."

"As Germany's leading film portal, we need a strong and experienced marketer, particularly for the premium campaigns of strong brands! As part of the Hi-media Entertainment Portfolio, we feel that we are in the best hands and that, with our audience of innovators and opinion leaders, we make an appealing addition to it. We look forward to close and successful cooperation," states Michael Jogwer, Managing Director of FILMSTARTS GmbH.

FILMSTARTS.de is one of the top sites for film fans in Germany. The portal, which was acquired by the French AlloCiné Group in 2009, records 1.1 million unique users per month (source: AGOF internet facts 2011-08) and offers comprehensive editorial content around the film medium. A 22-person editorial team provides users with all of the important information and news on the newest films in the cinema and on TV, as well as new DVD and Blu-ray releases daily. There is also a comprehensive range of services including HD-quality trailers, charts and the cinema schedule for all of Germany. In addition, the FILMSTARTS database provides information on more than 33,000 films, 242,000 star pages including filmographies, entries on over 2,400 TV series, and 2,000 cinema addresses.

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. Hi-media is also the leading European player in interactive advertising and electronic payments. Its business model relies thus on two different sources of revenues: 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, USA and Brazil employs more than 500 people and in 2010 posted 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. ISIN code: FR0000075988.

Hi-media qualifies for FCPI as it received the OSEO label of "innovating company".

Website: www.hi-media.com

Blog: <http://blog.hi-media.com>

Financial communication:

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

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