

L'Équipe 24/24, the digital subsidiary of l'Équipe Group, chooses Hi-Media Payments for its premium section and online store of its website www.lequipe.fr

Paris, February 09, 2012 – Hi-Media Payments, the payment activity of online media group Hi-Media (ISIN Code FR0000075988 - HIM, HIM.FR), announces the signature of a new agreement with Lequipe.fr.

Lequipe.fr (www.lequipe.fr), the leading sport news website and the number one news website in France¹, represents over 5 million unique visitors a month among which one million per day², for a total visit number of 73.7 million and over one billion page impressions per month³.

"The Hi-Media Group is delighted to be entering into this partnership with Lequipe.fr. We have developed solutions specially tailored to the needs of the online press, and of L'Équipe in particular. The online news is a strategic sector and a priority target for our Group, as witnessed by this partnership and the one signed at the end of 2011 with leparisien.fr, as well as by our recent investment in Latribune.fr. We hope to contribute to the success of business models in which free content paid for by advertising coexists alongside paid content," explains Cyril Zimmermann, CEO of Hi-Media.

A global payment solution to meet online readers' needs

L'Équipe.fr chose Hi-Media Payments as its partner and payment solution provider. Hi-Media's Allopass and Hi Pay were selected to handle:

- one-off payments for the daily digital edition
- subscription to the daily digital edition for 1 month, 3 months or 1 year
- purchase of products from the online store
- monetization of the Sportquiz.fr quiz (www.sportquiz.fr)
- multi-channel payment for content available on PC, smartphone or tablet

The Allopass platform will handle one-off payments and subscriptions for amounts ranging from 1 to 25 euros. The Hi Pay electronic wallet, with its "1-Click payment" function, will be used more specifically for payments of between one and several hundred euros. Users with a Hi Pay account will be able to conduct a secure transaction in a single click.

"The new version of lequipe.fr, recently launched in January, offers a broader spectrum of services. Hi-Media Payments solutions will simplify the access and the user experience of these products and services present on lequipe.fr", added Sébastien Valère, L'Équipe 24/24

¹ OJD December 2011

² NielsenNetRating, 2011average

³ CybermetrieCyber-eStat 2011.

Marketing and Operations Director.

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 <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 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 is one of the largest European digital media Group. Its business model relies on two different revenue streams: online advertising via 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 2011 posted over 230 million euros in sales. Independent since its creation in 1996, the company is listed since 2000 on the Euronext Eurolist Paris (Eurolist C) 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/>

About L'Équipe 24/24

L'Équipe 24/24 is a 100% owned subsidiary of L'Équipe Group, dedicated to the management and development of the new media. L'Équipe 24/24 is the number one multimedia platform in France with more than 12 million contacts per month. L'Équipe 24/24 edits the TV channel L'Équipe TV and the websites L'Équipe.fr, France Football.fr, L'Équipemag.fr, PlanèteProno.fr, SportQuiz.fr et Sport&Style.fr ; the mobile sites L'Équipe.fr and France Football.fr, the apps L'Équipe.fr, L'Équipe, France Football.fr, L'Équipe mag and L'Équipe United.

Financial communication

2011 full-year results: March 22, 2012, before market opening.

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