

Paris, March 27th, 2012

New advertising sales organization for La Tribune Weekly edition on newsstands on April 13th

Paris, March 27, 2012 – Online media group Hi-Media (Code ISIN FR0000075988 - HIM, HIM.FR), the European leader in monetizing the Internet audience, manages the advertising network of La Tribune.fr and its mobile and tablet apps.

A new future for La Tribune

Under a ruling of the Tribunal de Commerce handed down on January 30, 2012, French news daily La Tribune was taken over by SAS France Economie Régions, a company in which Hi-Media Group holds a 27.8% stake alongside majority shareholder (71.9%) Hima Group, headed by Jean Christophe Tortora, who is also President of La Tribune. The new team has been working on a dual-media, multi-region strategy based on a powerful website and a national economic weekly with local editions.

The leading mobile app for economic news and the second most popular economic information website

With 1.8 million unique users and over 20 million page views per month¹, the La Tribune website **is the second most popular economic and financial news website in France. Its smartphone app is actually the market leader**, with over 240,000 users per month². Building on these strengths and leadership positions, digital versions of La Tribune have started reaping the benefits of a more sustained pace of publication and will be introducing new, high added value services over the months ahead.

Hi-Media Advertising will provide the advertising network for all digital media, under the supervision of Sales Manager Amélie Michelon. A number of opportunities are already available in rich media formats for takeovers of the home page or key sections of the site (Economy, Stock Market, Your Finances, etc.), bespoke special campaigns for the inclusion of a mini-site, editorial links or sponsorship of editorial reports. Hi-Media will also offer "mobile" apps to reach smartphone and tablet users via interstitial ads.

An economic and financial weekly of record at national and regional level

La Tribune will also publish a weekly journal sold on newsstands and on subscription; the first edition will appear on April 13 and every Friday subsequently, in a print-run of 100,000 copies. The weekly journal will round out the digital versions, focusing on analyses, investigations, reportages and opinion pieces to help readers understand and

stay abreast of the news. It will concentrate on fields with potential for innovation and breakthroughs, exploring and explaining sectors such as energy, hi-tech, transport, green business, the financial industry and economic changes in emerging nations.

Sales of advertising space in the weekly journal and non-media operations will be handled by La Tribune's own internal sales teams headed by Fabrice Bruot.

¹ Source: Google Analytics

² Source: OJD January 2012

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 2011 posted over 230 million euros in sales. Independent since its creation in 1996, the company is listed since 2000 on the main 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/>

Financial communication

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