

**Press Release**

Paris, April 3<sup>rd</sup>, 2012

**Hi-Media exclusive marketer for StayFriends.de and its 6M monthly unique visitors**

**Düsseldorf, April 3, 2012** – Effective immediately, Hi-Media Deutschland, the leading independent online marketer in the premium segment, is taking over the exclusive marketing of Germany's largest community of school friends: StayFriends.de. With this new co-operation agreement, Hi-Media is significantly adding to its overall reach.

**With 6.15 million unique users each month, StayFriends.de ranks among the most extensive online offerings in Germany and is currently ranked 26<sup>th</sup> in the AGOF offering rankings<sup>1</sup>.** This platform offers users an opportunity to reconnect with friends from their school days, to compile and share memories and photos, and to stay in touch with one another permanently. Unlike many other social networks, StayFriends.de is characterised by older user groups; users often have a high level of education and high incomes. 78 percent of users are aged 30 or older, with men and women equally represented in the community of school friends (50 percent each)<sup>1</sup>. Alongside multiple forms of advertising, there are also numerous targeting opportunities available, making StayFriends.de a highly attractive advertising medium.

Andreas Stietzel, Managing Director Hi-Media Deutschland AG, is confident of this as well: 'With tremendous range, interesting target groups and innovative advertising opportunities, StayFriends.de offers optimum conditions for successful brand communication. Together with the targeting possibilities the site provides, this produces excellent opportunities for advertisers to reach the target groups of interest to them, without losses due to non-selective marketing.' Stietzel also sees a considerable boost in the attractiveness for his own marketing network: 'With StayFriends.de, we are complementing our premium portfolio with the addition of another wide-coverage website with a high recognition value. This will make our offerings more attractive for media agencies and advertisers, particularly in the entertainment segment.'

Michel Lindenberg, founder and CEO of StayFriends.de, believes in the benefits for users of his site and for advertising customers alike: 'With Hi-Media, StayFriends has found a partner that brings high-performance ad technology, genuine independence, the synergies of a large portfolio, an understanding of individual solutions and a focus that is clearly directed at online advertising.' He adds: 'The long-term co-operation arrangement that we have entered into will translate into benefits for everyone involved!'

Source: <sup>1</sup> AGOF internet facts 2011-12

*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](http://www.hi-media.com) Visit our blog: <http://blog.hi-media.com>

**About StayFriends GmbH:**

StayFriends is one the leading website for reconnecting with former classmates in Germany and other European countries. With more than 25 million users and several thousand new members each day, StayFriends operates several websites in Europe which have been constantly growing since their inception. StayFriends creates a forum where visitors can rediscover all the important people from their school days, compile and share photos from their shared past and stay in touch with one another permanently. As a subsidiary of the US company United Online Inc., StayFriends is part of a successful international community of social networking sites.  
Website: [www.stayfriends.de](http://www.stayfriends.de), [www.stayfriends.com](http://www.stayfriends.com)

**Financial communication:**

First quarter 2012 – sales & information: May 3, 2012, after market closing.

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