

Paris, April 5, 2012

## **GIE ePresse chooses Hi-Pay as the payment solution for its applications and services**

**Paris, April 5, 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 contact with GIE ePresse

GIE ePresse is a consortium launched on the initiative of daily press groups publishing the **Les Echos, L'Equipe, Le Figaro, Libération, Le Parisien/Aujourd'hui en France** titles, plus the publishers of three weekly magazines (**L'Express, Le Point, Le Nouvel Observateur**). One of the consortium's key projects is the launch of a digital kiosk for the news press that is simple, effective and offers the best possible access to the digital press with a "frictionless" transaction process.

The consortium has chosen Hi-Media Payments, and specifically its Hipay e-money solution, to handle payments over PC, smartphone and tablet. Hipay's e-wallet features make impulse buying easy thanks to micropayment and one-click solutions for both occasional and repeat purchases. The technical expertise and ease of use of Hi-Media Group's payment services will boost conversion rates and the monetization of information content on all digital reading platforms.

For Philippe Jannet, CEO of GIE ePresse, "Hi-Média offer multiple robust solutions that will make it simple for our customers to purchase newspapers and magazines. These solutions are open and scalable, meaning that we can look on this partnership as a key element in our strategy of test marketing digital press."

With its marketing solutions and payment platforms, Hi-Media positioned itself as the ideal partner for GIE ePresse in both **client acquisition and monetization of information content via secure payment**. Cyril Zimmermann, CEO of Hi-Media adds: *"Our Group is very pleased and proud to announce this partnership. Information is a strategic sector and a priority for us, and over recent years we have developed our services to meet the specifications of press editors rolling out digital platforms. Winning this contract is an important step for Hi Media."*

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

**Financial communication:**

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

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