

Press release

Paris, May 15, 2012

Allociné joins Hi-Media Ad-eXchange in Belgium

Paris, May 15th, 2012 – Online media group Hi-Media (Code ISIN FR0000075988 - HIM, HIM.FR), the European leader in monetizing the Internet audience, has signed an advertising agreement with Allocine.com in Belgium.

Allocine.com is firmly established on the media landscape in Belgium with 300,000 unique users (source: Metriweb/Metriprofil (CIM)), and ranks as the leading cinema website for its target French-speaking audience. In joining the Hi-Media Group's ad exchange, Allociné.com further reinforces its position as the most powerful cinema offering on the Belgian national market.

Allocine.com is particularly strong in the 25/34 target demographic, even more so amongst women aged 25/34, with the highest selectivity index (154) in its segment.

The cinema portal features the full range of classic advertising formats but also, and most significantly, a huge pre-roll video inventory that makes a significant addition to Hi-Media's video advertising offer.

The deal with Allociné is an additional boost to the Hi-Media Ad exchange, which focuses on the Top 300 in the various markets in which the network operates and reaches over 163 million unique users a month in Europe (source: Comscore).

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 on the Euronext Paris and is included in the CAC Small and CAC All-Tradable indices. ISIN code: FR0000075988.

Website: www.hi-media.com Visit our blog: <http://blog.hi-media.com>

Financial communication

First half 2012 results: August 30, 2012, before market opening.

hi-media
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