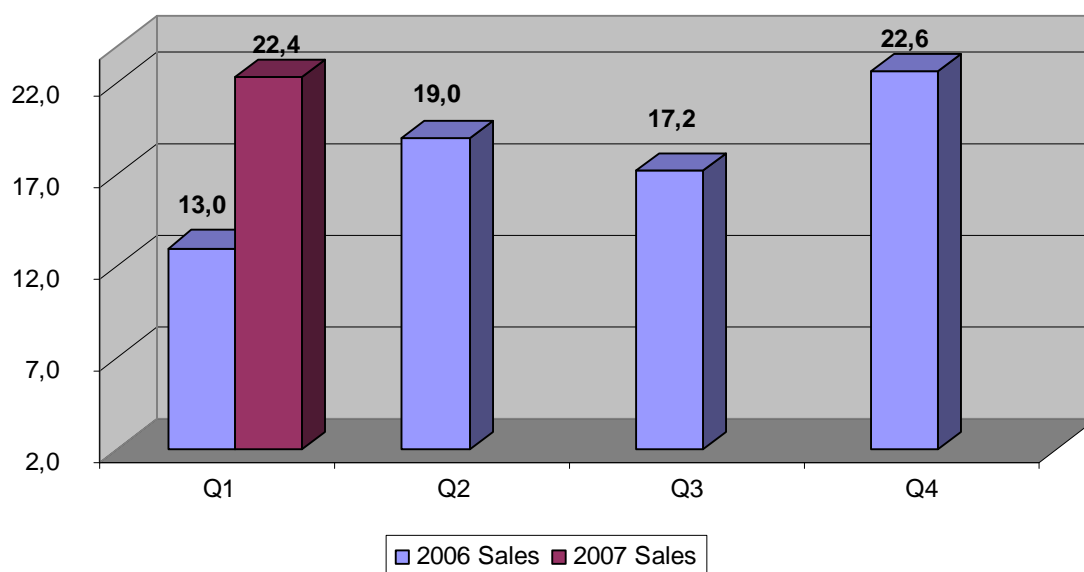


**First-quarter 2007 sales:  
22.4 M€ (million euros), up 72%**

**Sales trend by quarters in millions of euros**



In the year's first quarter, the group enjoyed a very satisfactory level of activity with sales coming to 22.4 M€, up 72% from the first quarter in 2006, matching the activity level for the last quarter of 2006 - which was boosted by very favourable seasonality.

On a proforma basis, growth comes to 28%, down from the last quarter of 2006 (39%), mainly due to weaker progress in the micro-payment sector in France (but in line with the company's operating plan) and due to the temporary weak growth displayed by the direct marketing sector.

The breakdown by activities looks as follows:

Activities	2006	2006 proforma	2007	Proforma trend
Advertising network		7.2	9.9	38%
Micro-payments	5.7	8.7	11.0	25%
Direct Marketing	1.3	1.3	1.4	9%
Various	0.1	0.3	0.1	-
<b>Total</b>	<b>13.0</b>	<b>17.5</b>	<b>22.4</b>	<b>28%</b>

The advertising network sector posted a good performance with strong international growth and some new contracts in France. Those contracts enabled the Hi-Media

advertising network to reach 16.8 million people in March 2007 in France (*source: Nielsen NetRatings*).

The weak performance recorded by direct marketing is partly explained by a particularly unfavourable base effect: the fact is that the direct marketing sector had posted its strongest growth for the year 2006 in the first quarter. In addition, with an eye on benefiting to a greater extent from Hi-Media's positioning as a "one stop" interactive advertising operation and to get back to more dynamic growth for the rest of the year, the direct marketing sector will be reorganised at the end of the half-year, merging with the advertising network sector.

As to the micro-payment activity, growth, anticipated at an annual rate of 25%, could find some new sources in international development and the electronic wallet, the first test versions of which will be ready during the summer.

With respect to the publishing activities, after a natural audience decline at the start of the year, the number of the sector's single visitors got back to its highest levels in the month of March, all the same, and the group still ranks as the 33<sup>rd</sup>-largest French publisher, with record performance for the three women's sites.

These indicators as a whole and management's visibility of the year's activity enable us to confirm the target of more than 100 million euros in sales for 2007.

**About Hi-Media:**

*Hi-Media is a publisher of Internet sites and a services company specialising in Internet advertising and e-commerce, with a presence in 8 countries. The company is the leading independent interactive advertising network in France, and number three in Europe, and also the leading services provider for French electronic micro-payment solutions. The company has also developed a complete range of tools and services in the direct marketing field. Hi-Media is listed on the Euronext Paris B Eurolist, and is a member of the SBF 250, CAC IT, and CAC Small 90 indices.*

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