

Milan, May 10th, 2012

Hi-Media's Allopas platform expands its offer for Italy with the integration of MobilePay

Milan, May 10th 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 MobilePay. Allopas – the micropayment platform of Hi-Media Group – integrates MobilePay, the joint payment platform of the Italian Mobile Operators to allow merchants to reach unbanked customers.

MobilePay is the new payment platform, built by the six largest Italian mobile operators - Fastweb, Poste Mobile, Telecom Italy Mobile, 3 Italy, Vodafone and Wind – designed to facilitate and speed up micropayments for digital services across all platforms and devices (PC, Tablet, smartphone) through the use of mobile billing.

Thanks to this partnership, Hi-Media Payments expands the payment methods offered in Italy thus reaching out to the large number of users that have a Mobile Phone but do not have a Credit Card or Bank Account. These users can now complete transactions by billing purchases to their Mobile Phone regardless of the operator or subscription model.

The decision to integrate MobilePay in Allopas is part of a wider strategy of Hi-Media Payments, which seeks to support its clients by identifying and proposing the most effective payment options based on the characteristics of each market. With over 50 payment methods available globally, Allopas already actively supports several tens of thousands of publishers in over 85 countries processing more than 10 million transactions per month.

Adding MobilePay to the existing payment options in Allopas for the Italian market - Premium Calls, Premium Text Message, Credit Card, Debit Card, and the Hipay ewallet - means providing merchants with a single, self provisioning payment platform that expands the reachable user base to the 46.6 million of Italians who have one or more SIM.

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.

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

Financial communication:

1st half off the year 2012 results: August 31, 2012, before market opening.

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