

## **Advertising network: Hi-media Advertising wins a new contract with Sporever group's Media365**

**Paris, 24<sup>th</sup> of February 2010** - The online media group Hi-media (ISIN Code FR0000075988 - HIM, HIM.FR), the European leader in monetising the Internet audience, announced today that its ad network activity Hi-media Advertising has just won a new two-year contract with Media365 (Groupe Sporever) to monetize the audience of twelve<sup>1</sup> sites specializing in sports news.

The Media365 sites Hi-media Advertising will handle, which include market leader [www.football365.fr](http://www.football365.fr), notch up a total of 1.7 million unique users a month\* and delivered over 1 billion ad impressions in 2009. Run by a team of full-time specialist reporters, the Media365 sites are much appreciated by sports fans for the comprehensive range of information they provide, their up to the minute news delivery that constantly streams latest news and minute by minute match commentaries, but also for their online games, polls and discussions.

### **Hi-media Advertising takes the lead in football advertising**

The Media365 sites join Hi-media Advertising's "*News & Sport*" vertical, which now stands at 16.1 million unduplicated unique users a month\*.

Adding specialist football news sites to its portfolio has made Hi-media Advertising **the leader in the world of football with its 100% Football offering**. With the run-up to the 2010 World Cup under way, **100% Football** guarantees advertisers extra coverage in the football sector with a unduplicated audience of 1.9 million unique users a month\*.

\* **Source:** Nielsen, November 2009

<sup>1</sup> The twelve sites Hi-media will be handling are: [www.football365.fr](http://www.football365.fr), [www.sport365.fr](http://www.sport365.fr), [www.mercato365.com](http://www.mercato365.com), [www.footanglais365.com](http://www.footanglais365.com), [www.footafrica365.fr](http://www.footafrica365.fr), [www.brevesdefoot.com](http://www.brevesdefoot.com), [www.sportweekfoot.fr](http://www.sportweekfoot.fr), [www.rugby365.fr](http://www.rugby365.fr), [www.sportweek.fr](http://www.sportweek.fr), [www.sportweekxtreme.fr](http://www.sportweekxtreme.fr), [www.jeux365.fr](http://www.jeux365.fr), [www.wazzup.fr](http://www.wazzup.fr)

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 [www.hi-media.com](http://www.hi-media.com). 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 Media365**

Media365 is part of Groupe Sporever, a leading provider of sports content for new media. The company aims to meet the needs of today's information consumers, wherever they may be. Media365 operates the leading football website, Football365.fr, benchmark multisport portal Sport365.fr and the Sportweek sites.

Groupe Sporever listed on the Paris Bourse Alternext market in July 2005. The group posted 2008 net sales of €13.1 million.

Groupe Sporever – ISIN code FR001021321

### **About Hi-media Group**

Hi-media, the online media group, is one of the top Internet publishers in the world with more than 50 million unique visitors per month on its proprietary websites. Hi-media is also the leading European player in online advertising and electronic payment. Its business model relies thus on two different sources of revenues: online advertising via its dedicated ad network Hi-media Network and online content monetization via its micropayment platform Allopas.

The group which operates in 9 European countries, USA and Brazil employs more than 500 people and posted in 2009 172 million euros in sales (consolidating AdLINK Media as of 1st of September 2009). Independent since its creation in 1996, the company is listed since 2000 on the Euronext Eurolist Paris (Eurolist B) and is included in the SBF 250, CAC IT and CAC Small 90. ISIN code: FR0000075988. Hi-media qualifies for FCPI as it received the OSEO label of “innovating company”.  
Site : [www.hi-media.com](http://www.hi-media.com)

### **Financial communication**

Full year 2009 earnings: 17 March 2010, after the market closure

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