

Hipay among the payment solutions nominated for the Accenture Innovation Awards 2011

Paris, January 18, 2011 – Hi-Media Payments, the payment activity of online media group Hi-Media (ISIN Code FR0000075988 - HIM, HIM.FR), today announced the nomination of its **Hipay** electronic payment solution for the Accenture Innovations Awards 2011, the results of which will be published on February 2, 2012.

The Accenture Innovation Awards 2011 (Financial Services)

The Accenture Innovation Awards 2011 (Financial Services), held for the first time this year, are designed to recognize the most innovative payment solutions. A jury made up of independent experts from the world of finance will assess nominees on the basis of criteria such as innovative capacity, solution viability and potential for development on the market, as well as performance.

Hipay, the Hi-Media electronic wallet

Electronic wallet Hipay, launched in December 2008, is one of the electronic payment solutions offered by Hi-Media, providing both individual customer and merchant with a secure multi-currency means of payment.

With Hipay, the customer has an account that can be topped up as necessary to make online payments in complete security, without having to provide either bank account or payment card details. The account can also be used to transfer money to a third party and manage online spending.

Hipay features a number of exclusive innovations for the benefit of both customer and merchant: multi-account management, parental filter, antiphishing key, payment by e-mail and automatic affiliation. Over 1,200 merchants and website publishers have chosen Hipay as their payment solution. Le Parisien Group recently selected Hipay as the payment solution for the premium section of its website, leparisien.fr.

Click [here](#) to find out more about the Hipay payment solution and cast your vote for the Audience Award.

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 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 Payments](#)

Through its Allopass offer, Hi-media Payments is a leading provider of micropayment solutions worldwide with more than eight million transactions processed every month from thousands of merchant customers worldwide. The Allopass payment solution offers multiple micropayment options at online checkouts, including billing through mobile phone or premium SMS, premium phone lines, credit and debit cards, audiotel or ISP billing, prepaid cards, and its own electronic wallet, Hipay. The company's all-inclusive payment offering enables merchants to monetize in more than 66 countries.

For more information, visit our websites: www.allopass.com and www.hipay.com

About Hi-Media Group

Hi-Media, the online media group, is one of the top Internet publishers in the world. Its business model relies thus on two different revenue streams: online advertising via its dedicated ad network 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 2010 posted over 220 million euros in sales. Independent since its creation in 1996, the company is listed since 2000 on the Euronext Eurolist Paris (Eurolist B) 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 Visit our blog: <http://blog.Hi-Media.com/>

Financial communication

Fourth quarter 2011 sales figures and quarterly information: Wednesday, January 25, 2012 after market closure.

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