



Press Release

---

## HI-MEDIA strengthens its in-stream video offer

### With Aufeminin TV and Marmiton

---

**Paris, November, 27th 2012** - After having launched its own Video Sales house « Plein-écran » beginning of June, Hi-Media Group (Code ISIN FR0000075988 - HIM, HIM.FR) announces an exclusive partnership with AuFeminin Group (**Aufeminin TV et Marmiton**) for the monetization of its video contents.

This co-operation already begun in France on November 1st 2012, and will be effective on January, 1<sup>st</sup> 2013 for the Italian, Belgian, German and Spanish markets.

### **AuFeminin TV: The successful bet on Video contents dedicated to Women**

By creating a successful program schedule answering Women needs, AuFeminin TV managed to establish itself as the Leading video hub focused 100% on Women in France.

Today, AuFeminin TV is the video media with the highest affinity on Women, thanks to more than 5 000 videos available.

Marmiton, the leading cooking website of the French web, has a Video section dedicated to cooking techniques, as well as a daily program called "La minute Marmiton".

### **Plein-écran : Hi-Media online Video sales house**

Using VidéoPlaza technology, Plein-écran sales house offers a wide range of formats enabling advertisers to answer all their video objectives and strategies, by combining interactivity, volume, efficiency and views guarantee.

Plein-écran has set up amongst the market leading video sales houses, with about 50 Million streams per month.

Its in-stream offer is organized around 3 verticals:

- **Entertainment**, with Jeuxvideo.com, Toutlecine ...
- **News**, with La Tribune, BBC or Autoplus...
- **Lifestyle**, in which **AuFeminin TV and Marmiton.org** go along with other leading women brands such as **Confidentielles, 750g or Terra Femina**. This channel already offers more than 12 Million streams per month.

**About Hi-Media Group:**

Hi-Media is one of the largest European digital media groups. 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, employs more than 472 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.

For more information, visit our website: [www.hi-media.com](http://www.hi-media.com) and our blog: <http://blog.hi-media.com>

**Financial communication:** Full year 2012 sales figure, January 24, 2013, after market closing.

**Presse contacts:****Citigate Dewe Rogerson:**

Servane Taslé: 01 53 32 78 94 – 06 66 58 84 28 – Mail: [servane.tasle@citigate.fr](mailto:servane.tasle@citigate.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 more complete information about Hi-Media, please refer to our Internet site <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 on the publication date of this release, they are by their very nature subject to risks and uncertainties that could cause the actual results to differ from those indicated or projected in these statements. Hi-Media operates in a continually changing environment and new risks could potentially emerge. Hi-Media assumes no obligation to update these forward-looking statements, whether to reflect new information, future events or other circumstances.