

**PRESS RELEASE**

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## **HI-MEDIA & WEBORAMA ANNOUNCE A STRATEGIC PARTNERSHIP IN THE UK**

Hi-Media – the premium UK sales house, and Weborama, the European leader in online advertising technologies & data, have announced a partnership to accelerate their growth in the UK.

Over the next few weeks, Hi-Media will start to deploy and leverage Weborama's Rich Media and Targeting platforms, whilst Weborama will collaborate with Hi-Media to develop its media trading activities. Hi-Media will also integrate Weborama's user demographics, interest & intent profiles within its newly announced Ad Exchange powered by Appnexus.

This collaboration will increase Hi-Media's resources allowing them to further develop revenues for publishers that are part of their premium exclusive network. For Weborama, this operation is a way to secure strategic access to exclusive inventory and data.

In order to ensure a seamless collaboration between the two companies, Mathieu Roche, Weborama's UK Managing Director, will become a Senior Advisor to Hi-Media's management team.

For Mathieu Roche, "this partnership comes at a perfect time following the announcement of the Hi-Media Ad Exchange with Appnexus. Weborama's data & technologies will be embedded into the Ad Exchange and will give advertisers more opportunities to reach the right audience, in a premium context, and through high-impact formats. With this partnership, the two companies are paving the way of the future of Ad Trading in the UK."

### About Hi-Media Group

Hi-Media, the online media group, is one of the top Internet publishers in the world. Hi-Media is also the leading European player in interactive advertising and electronic payments. Its business model relies thus on two different sources of revenues: 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, USA and Brazil employs more than 500 people and in 2010 posted 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. ISIN code: FR0000075988.

Hi-Media qualifies for FCPI as it received the OSEO label of "innovating company".

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

Blog: <http://blog.hi-media.com>

### About Weborama

Weborama is the European leader in Campaign Management and Behavioural Advertising services. The company's Technology & Data positioning has proven very successful since 1998, when the company was created in Paris. It has now more than 120 employees and operates across 6 countries (France, Spain, Portugal, Italy, Netherlands and UK), providing over 300 key accounts with innovative solutions to manage and optimize their online marketing investments. Weborama has been listed on NYSE Euronext's Alternext market in Paris (ALWEB) since 2006 and had revenues of 15.2M€ in 2010.

Website: [www.weborama.com](http://www.weborama.com)