



## FOTOLOG IS TOP SOCIAL NETWORK IN CHILE AND ARGENTINA

**Paris and New York, July 15 2008** -- Hi-Media Group announced today that Fotolog, one of the world's most-trafficked websites, ranks as the number one social network in Chile with over 2.8 million monthly unique visitors and the number two social network in Argentina with over 3.6 million unique visitors (comScore, May 2008). Fotolog's rapidly-growing worldwide community of 18.7 million monthly unique visitors (comScore, May 2008) is highly-engaged and is generating one of the largest, most-global inventories of user-generated content.

Fotolog is a leader in Latin America, with over 12 million members across the region, and is leveraging its position with initiatives -- such as a landmark cross-promotional advertising agreement with 25 Hispanic media outlets -- that are driving growth in Hispanic communities of the United States.

"Fotolog's global growth has been powered by our traditional strength in Spanish-speaking markets and we have successfully sustained our momentum in Latin America while also bridging into explosive growth across Europe," said Hi-Media Group Chairman and CEO, Cyril Zimmermann. "By taking Fotolog's community mobile, we have further improved the user experience and paved the way for valuable partnerships."

### Argentina: Top 10 Social Networking Sites

	Total Unique Visitors (000)
Blogger	4,107
<b>FOTOLOG.COM</b>	<b>3,697</b>
Windows Live Spaces	3,193
Wordpress.com	2,090
Metroflog	1,742
Yahoo! Geocities	1,513
Sonico.com	827
Facebook.com	742
Hi5	734
Flickr	652

### Chile: Top 10 Social Networking Sites

	Total Unique Visitors (000)
<b>FOTOLOG.COM</b>	<b>2,824</b>
Blogger	2,577
Facebook	2,019
Wordpress.com	1,392
Windows Live Spaces	1,391
Yahoo! Geocities	905
Flickr	660
Hi5	497
Sonico	493
Lycos Tripod	346

Source: comScore, May 2008

### Fotolog's explosive growth confirms Hi-Media investment strategy

Fotolog was acquired in November 2007 by Hi-Media Group, one of the top 100 largest Internet properties in the world (comScore, May 2008) and one of Europe's largest diversified, publicly-traded pure play Internet companies. By bringing together Hi-Media's global advertising and micro-payment services with Fotolog's rapidly-growing and highly-engaged audience, Hi-Media Group has created significant monetization opportunities.

## **About Fotolog, Inc.**

Fotolog is one of the most-trafficked social networking sites in the world (Alexa, May 2008) and represents one of the most active communities on the internet today. Among social networking sites in Latin America and Europe, it is ranked first, second, and fourth in Chile, Argentina, and Spain respectively. (comScore, May 2008) Nineteen million member accounts from 200 countries have shared over 550 million photos since Fotolog's inception in October 2002. Fotolog has grown virally since its founding, with virtually no marketing or member incentives. Fotolog was acquired in 2007 by Hi-Media Group ([www.hi-media.com](http://www.hi-media.com)), one of the top 100 media companies worldwide, with advertising, publishing and micro-payments businesses.

## **About Hi-Media Group**

Hi-Media is now one of the main worldwide Internet publishers, with almost 30 million unique users putting it in the top 100 of the world's Internet media groups, according to Comscore. This audience has been monetized by its integrated advertising network and its micro-payment platform, that also provide these services to third parties, including more than 200,000 partner sites. Hi-Media is therefore one of the European leaders in interactive advertising and electronic micro-payments. The group is present in 9 countries. Hi-Media is listed on the Euronext Eurolist Paris and is included in the SBF 250, CAC IT and CAC Small 90. ISIN code: FR0000075988

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