

NOVESTRA

PRESS RELEASE
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NOVESTRA: MYPUBLISHER INTRODUCES NEW PRODUCT RANGE AND GETS POSITIVE REVIEWS IN TODAY'S WALL STREET JOURNAL

AB Novestra's portfolio company MyPublisher, Inc. has today introduced a range of new products which, have been well received and gotten positive reviews from Walter S. Mossberg in today's *Wall Street Journal*, among others. *Wall Street Journal* also describes MyPublisher's other products as well as its proprietary software BookMaker™. The article in *WSJ* recommends the company's new as well as previous products and emphasises the user friendliness in the new software.

"We are very pleased that the products have been well received. Unlike the exclusive photo albums, these products are mass market products which gives MyPublisher a strong presence in a market valued at USD 10 billion per year in the U.S. alone. Both the new and the previous products offer consumers an attractive and cheap alternative to traditional photo development. A picture from MyPublisher in a finished bound book costs 25 cents compared to, for example, Kodak's 50 cents per photograph," Novestra's Managing Director, Peter Ekelund, says.

AB Novestra is the largest institutional owner with 28.6 percent in MyPublisher, Inc. which is based in Westchester, N.Y., USA. MyPublisher's products can be ordered from the U.S., Europe and Japan on the company's web site www.mypublisher.com.

For further information, please contact Mr Peter Ekelund, Managing Director, Phone No. +46 8 545 017 50.

About AB Novestra

Novestra is an independent investment company with a portfolio of small cap private as well as public companies. Novestra focuses on investing in companies with substantial growth or value potential.

Novestra's portfolio of companies consists of i.a. Explorica, Inc., IBS AB (publ), inWarehouse AB (publ), JC AB (publ), Lagercrantz Group (publ), MyPublisher, Inc., Netsurvey AB, Pergo (publ), Qbranch AB and Strax Holdings, Inc. as well as the co-investment vehicle Continuum Group Ltd. The Novestra shares are listed on the O List of Stockholmsbörsen (the Stockholm Stock Exchange).

For further information regarding AB Novestra, please see www.novestra.com