

NOVESTRA

PRESS RELEASE
January 7, 2011

NOVESTRA: REMINDER REGARDING DISTRIBUTION OF SHARES IN WeSC AND TRADING IN THE REDEMPTION SHARE WITHOUT COMMISSION

As previously made public, AB Novestra (publ) ("Novestra" or "The Company") has decided on a distribution of 371,879 shares in Novestras portfolio company WeSC AB (publ) ("WeSC"). The distribution is made through a redemption procedure with the following time plan.

TIME PLAN

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|-----------------------------------|--|
| January 7, 2011 | Last day to trade in the Novestra share including the redemption share |
| January 10, 2011 | First day the Novestra share will be traded excluding the redemption share |
| January 12, 2011 | Record date for receiving redemption shares |
| January 17 – 21, 2011 | Redemption shares will be traded at NASDAQ OMX Stockholm |
| February 9, 2011 | Record date for owners of redemption shares |
| Starting February 11, 2011 | Euroclear Sweden AB is expected to execute the distribution of the WeSC shares |

For detailed information regarding the distribution and instructions, reference is made to press release and information brochure (in Swedish) made public on December 20, 2010, available at Novestras website, www.novestra.com.

Shareholders whose shares in Novestra are registered under a nominee name should contact the nominee for information and instructions.

For further information, please contact Johan Heijbel, Managing Director AB Novestra, +46 (0)8 545 017 50.

About AB Novestra

Novestra is an independent investment company with a portfolio of investments in a number of privately held growth companies including Diino AB, Explorica, Inc., MyPublisher, Inc., Netsurvey AB, Qbranch AB and Strax Group GmbH. *In addition, Novestra has an investment corresponding to approximately 11 percent of the shares in WeSC AB, listed on First North.*

The Novestra shares are listed on the Nasdaq OMX Stockholm, under the symbol NOVE, in the Small Cap section. For further information regarding AB Novestra, reference is made to www.novestra.com