

NOVESTRA

PRESS RELEASE

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NOVESTRA: TELMEX BEGIN THE LAUNCH OF DIINO 4.0

Telmex (Teléfonos de México S.A. de C.V.) began the launch of Diino 4.0 during the NASCAR races held in Mexico City last Sunday, March 4, 2007. Telmex's NASCAR team "Escuderia Telmex" and the team's two race cars were co-branded Telmex/Diino.

Through the launch Telmex's 1,3 million residential broadband customers and 500,000 SME-customers are offered a user friendly and secure online storage service with capability to save pictures, music and other digital information on the internet. During the fall of 2005 a licence agreement was entered into by Diino AB (formerly Bytek Systems) and Telmex regarding the online storage service.

"Telmex are making a significant investment in the launching of Diino in Mexico and South America and it will be exciting to follow what Telmex with its marketing resources will mean for us. We are still a small company but the number of end-users increases rapidly and we estimate that we will reach 100,000 end-users of the Diino-service during the spring." says Dani Duroj, founder and CEO, Diino AB.

For more information about Diino and Telmex please visit www.diino.com.

Novestra's ownership in Diino amounts to approximately 65 percent after conversion.

For further information please contact Dani Duroj, Founder and Managing Director, Diino AB, telephone no. +46 70-255 07 79, alternatively Johan Heijbel, Managing Director, AB Novestra, telephone no. +46 8 545 01750.

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 Holdings, Inc.

The Novestra shares are listed on the Nordic Small Cap list of the Stockholm Stock Exchange. For further information regarding AB Novestra, reference is made to www.novestra.com