

NOVESTRA

PRESS RELEASE

May 24, 2007

NOVESTRA: CONTINUED STRONG INTAKE OF DIINO USERS

Novestra's portfolio company Diino has reached 100 000 users. The growth in number of users has since the beginning of the year been strong and is expected to continue during the remainder of the year. The number of new users during the month of May is expected to reach approximately 12 000. The lion's part of the new users comes from Mexico, Sweden, UK, India and USA.

"The trend towards an increasingly digital and mobile lifestyle is strong. When more and more people get access to the Internet through computers and cell phones, the demand for secure online storage and the need to access files, such as digital photos, regardless of location increases" says Dani Duroj, founder and CEO, Diino AB.

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