

# NOVESTRA

**PRESS RELEASE**

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## **NOVESTRA: MYPUBLISHER'S PHOTOBOOKS RANKED AS THE NUMBER ONE PHOTOBOOK PRODUCT BY PC-MAGAZINE**

In a review on digital photo based products and services made by PC-Magazine Novestra's portfolio company MyPublisher's photobooks has been ranked as the best on the US market. PC Magazine ([www.pcmag.com](http://www.pcmag.com)), is one the leading technology publications in the world and has more than 6.6 million readers.

The review included among others Kodak Galleries, SnapFish and Shutterfly. In addition to PC-Magazine ranking MyPublishers photobooks as the best product, they also state that MyPublishers software and Internet site are the most user-friendly in the industry, resulting in PC-Magazine choosing [www.mypublisher.com](http://www.mypublisher.com) as the *Internet site of the week*.

PC-Magazine writes "MyPublisher's top-notch printing quality and heavy paper put other album-makers' products to shame", and "With all the Kodak Galleries, SnapFishes, and ShutterFlys of the world, it's hard to distinguish one online photo site from the other, but MyPublisher and its companion BookMaker software stand out from the pack for the quality of their photo books".

"MyPublisher is one of Novestras most important holdings and we have during the last few months seen a sharp increase company's sales growth rate. After some difficulties during 2006 MyPublisher have recently started a show increases in sales of 100 percent or more compared to last year. At the same time the number of downloads has increased significantly which should result in continued sales growth" says Johan Heijbel, Managing Director, AB Novestra.

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### ***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, Obranch AB and Strax Holdings, Inc.*

*The Novestra shares are listed on the OMX Nordic Exchange Stockholm. For further information regarding AB Novestra, reference is made to [www.novestra.com](http://www.novestra.com)*