

NOVESTRA

PRESS RELEASE
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NOVESTRA: OVER 1 MILLION DOWNLOADS OF MYPUBLISHER'S BOOKMAKER SOFTWARE IN 2007

Novestra's portfolio company MyPublisher, Inc. announced that its free BookMaker software has been downloaded more than one million times in the first eleven months of 2007. It previously took nearly three years for MyPublisher to reach the first million downloads of the BookMaker software. Total downloads of BookMaker to date exceeds two million.

This year alone, MyPublisher has already printed over 50 million photos and published them in Photo Books for paying customers. MyPublisher's software and print services were picked as "Best in Category" by the Wall Street Journal in 2005 and 2006 and by PC Magazine in 2007.

"The result is steep growth in new customers and year over year revenue growth rates over 100 % per year for the last three years. We believe we are among the fastest growing companies, if not **the** fastest growing company, in the digital photography category," said Carl Navarre, MyPublisher founder and CEO.

"We now expect MyPublisher's 2007 growth to reach approximately 100 % which is a significant acceleration compared to the first nine months. The company is currently investing heavily in marketing and we therefore expect growth rates for 2008 and 2009 to remain at approximately 100 % per annum. Gross margins remain very strong and have improved over the year. The company is profitable and we expect a significant improvement in profit this year as well as next year in spite of the ramped up marketing investments," says Johan Heijbel, Novestra's Managing Director.

For further information please contact 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 OMX Nordic Exchange Stockholm. For further information regarding AB Novestra, reference is made to www.novestra.com