

NOVESTRA

PRESS RELEASE
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NOVESTRA: DIINO HAS REACHED 1.000.000 USERS

Novestra's portfolio company Diino, Europe's market leader within the area of online storage services, has announced that the company has reached over one million registered users. Since September 2007, Diino's user base has increased with more than 900 percent.

The need for storage of files increases constantly since more files than ever are produced. Traditional solutions such as external hard disks and memory sticks are replaced by automatic and Internet based services, which has led to the explosive growth of online storage services.

"We are extremely pleased with the development in Diino and that its services are appreciated by such a wide international user base. The largest part of Diino's registered users is found in the US, but China has the fastest growth rate. At this point, when Diino has reached a critical mass in several markets, the company's revenues are starting to grow rapidly." says Marcus Söderblom, Chairman, Diino AB.

Diino (www.diino.com) is an easy and secure online storage service with the ability to store, share, manage and access digital information on the Internet.

Novestra's ownership in Diino AB amounts to approximately 49 percent.

For further information please contact Marcus Söderblom, Chairman in Diino AB and vice President in 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, under the symbol NOVE, in the Small Cap section. For further information regarding AB Novestra, reference is made to www.novestra.com