

NOVESTRA

PRESS RELEASE
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NOVESTRA: MYPUBLISHER INCREASES ITS GROWTH PROJECTIONS

MyPublisher's sales growth exceeded 100 percent during the first four months of 2008. In April, the growth in sales rate was 144 percent compared April 2007. The company is currently growing twice as fast as its competitors. As a result, MyPublisher has increased its projections for the full year 2008 growth and now expects the full year growth to exceed 100 percent, with a significant improvement in EBITDA as well as net result.

MyPublisher's websites have approximately three million visitors per month and, at the same time, its software Bookmaker® is downloaded approximately 250 000 times per month. The company plans to expand its product range during the second half of 2008.

"The investments the company made in order to increase growth rate and become the market leader within its niche during 2008 has already started to show results. MyPublisher's management believes that the positive development will continue throughout the year. We are very pleased with the development we have seen so far in several of our portfolio companies, MyPublisher and Qbranch in particular have developed better than we expected, and the development in Diino has been very good." says Theodor Dalenson, Chairman in AB Novestra and board member in MyPublisher, Inc.

For further information please contact Theodor Dalenson, Chairman in AB Novestra and board member in MyPublisher, Inc., 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