

NOVESTRA

PRESS RELEASE
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NOVESTRA: MYPUBLISHER INTRODUCES NEW SOFTWARE AND NEW PRODUCTS

Novestra's portfolio company MyPublisher, Inc. has announced the release of a new version of its software, MyPublisher 3.0, which now includes professional-quality design and printing of custom greeting cards and calendars in addition to its popular line of photobooks.

MyPublisher has established itself as the leading publisher of custom photobooks in the world. The company pioneered the ease-of-use features and quality standards available today for digital photo album publishing and has been ranked top of category for its software and print quality by The Wall Street Journal, PCMAG.com and other heavyweights.

"Considering MyPublisher's strong position in the digital photobook market and its growth rate of approximately 93 percent for the first half of 2008, it is interesting with new products in relating areas, especially when looking at the company's large customer data base." Says Theodor Dalenson, Chairman of Novestra.

The company also creates and distributes its free software through three websites: www.mypublisher.com, www.mypublisher.uk.com and www.mypublisher.eu.com. These web sites have received over 7.5 million visitors in 2008.

For further information please contact Theodor Dalenson, Chairman of AB Novestra and a member of the MyPublisher, Inc. Board of Directors, 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