

NOVESTRA

PRESS RELEASE
October 10, 2008

NOVESTRA: PORTFOLIO COMPANIES SHOW CONTINUED STRONG DEVELOPMENT DURING Q3

Novestra's portfolio companies have in spite of generally weaker markets had a very positive development during Q3.

MyPublisher, Inc. shows a preliminary growth rate of approximately 80 percent during the third quarter. The company shows continued improvement in EBITDA as it enters into its seasonally most important quarter. Qbranch has during its third quarter shown a growth rate of approximately 11 percent with an accumulated year-to-date growth of approximately 22 percent. Explorica's order levels have improved substantially and the company now estimates sales growth of approximately 30 percent for the financial year 2008/2009.

Strax, Inc. has showed significant improvement in both margins and profitability during the third quarter. The liquidity situation continues to be strained for Strax, which is dependent on financing for its operations. Netsurvey has continued to grow by approximately 20 percent for the quarter and full year, with a strong development in profitability. Diino has continued to grow its user base and is soon expected to reach approximately 1.5 million users.

Qbranch, Explorica, MyPublisher and Netsurvey are not dependent on financing for their continued growth, while both Strax and Diino remain dependent on funding for their future growth and business development.

"We continue to see a very strong development for most of our portfolio companies, in spite of exceptional challenges in the financial markets. MyPublisher, Explorica and Qbranch are developing much better than the market in general and continue to gaining market share as we are entering the fourth quarter, which is normally a very important period for all of our portfolio companies." says Johan Heijbel, Managing Director at AB Novestra.

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, under the symbol NOVE, in the Small Cap section. For further information regarding AB Novestra, reference is made to www.novestra.com