

# NOVESTRA

**PRESS RELEASE**  
**August 20, 2009**

## **NOVESTRA: THE MOBILE OPERATOR 3 LAUNCHES SERVICE FROM DIINO**

Novestra's portfolio company Diino and the mobile operator 3, have today announced that 3's mobile data customers in Sweden and Denmark can now with "3Secure Storage" easily store and backup their photos, videos, music and other files directly over 3's mobile data net. The stored files and folders can easily be sent to and shared with colleagues, friends and family. The only thing needed is an Internet connection. An automatic backup service is also included in the service.

The system that 3 use for "3Secure Storage" is developed by Novestra's portfolio company Diino AB. Diino AB is a Swedish company specializing in online storage and backup.

"To easily be able to securely store files and make backups on your computer provides a sense of security for our mobile data customers. Even if the hard drive crashes or if the computer is stolen, the customers' data is securely saved and can be downloaded quickly again. This also makes it more flexible and convenient to transfer data when you purchase a new computer. The service that is provided by the Swedish company Diino is a well designed and very easy to use for our customers, furthermore it could quickly and easily be configured to our needs and integrated with our existing system." says Peder Ramel, CEO at 3.

"We are looking forward to a very successful co-operation with 3. Their mobile data customers are on the forefront of how mobile data is to be used and developed and are the type of users that will benefit greatly from our service", says Diinos' CEO Jan Nilsson.

3Secure Storage is a value added service for 3's private and business customers. The service is already available in Sweden. 3 Denmark will launch the service later this fall.

Novestra owns approximately 49 percent of the capital and votes in Diino AB.

For further information please contact Marcus Söderblom, Chairman, Diino AB, and Vice President, AB Novestra, phone no. +46 8 545 017 50.

### **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 NASDAQ OMX Stockholm, under the symbol NOVE, in the Small Cap section. For further information regarding AB Novestra, reference is made to [www.novestra.com](http://www.novestra.com)*