

NOVESTRA

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Novestra: Diino has developed the new AllTele service

Novestra's portfolio company Diino, who specialize in online storage and backup, has developed the technology platform for AllTele's new service Safeplace. Safeplace will be launched during October 2009 and will enable AllTele's customers to easily store and backup their photos, videos, music and other files. The stored files and folders can easily be sent to and/or shared with colleagues, friends and family. All that is needed is an Internet connection. An automatic backup service is also included in the service. AllTele has approximately 120.000 customers and is the fifth largest telecom- and internet provider in Sweden.

"An increasing number of our customers' demand a service like Safeplace and this is an important supplement to our current service offering. We will put forward a very attractive offer to our customers and expect that the service will start to generate increased revenue before the end of this year. The trend is very strong and soon an automatic back up service will be as natural to have on the computer as an antivirus protection." says Ola Norberg, CEO, AllTele.

"A large part of the end-users think it's natural to have a service like this from its internet service provider and it is in line with our strategy to also expand through partners. We are very pleased to now have AllTele as one of our partners in Sweden and look forward to a successful cooperation. Through these type of partnerships we see great opportunities to expand our revenue base further" says Jan Nilsson, CEO, Diino.

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. In addition to the above Novestra holds 10 percent in WeSC AB, listed on First North, NASDAQ OMX Stockholm.

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