

NOVESTRA

PRESS RELEASE
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Novestra: Explorica shows significant improvement in profits and launches new service

Explorica's revenue for the financial year 2008/2009, that ended in August 2009, was approximately MSEK 470 with a preliminary operating income of approximately MSEK 38, which is a significant improvement compared to previous year.

Novestra's portfolio company Explorica, who primarily specialize in educational tours to Europe for North American teachers and students, introduces a new service *Instant Tour Customizer™*, on its website www.explorica.com. With *Instant Tour Customizer™* teachers and students can customize their tour itinerary directly through the Internet.

By adding on, or removing activities, or upgrading meals and accommodation the tour can be customized after the tour groups' personal requirements and price preferences. With *Instant Tour Customizer™* the sales process is far more efficient and strengthens Explorica's offer to its customers.

"We are very pleased with how Explorica's business has developed during the last few months despite a very challenging North American travel market. As in Explorica, we have had a very strong development amongst our portfolio companies during the last year. We have seen substantial profit improvements for the lion part of the portfolio companies despite the weak economic environment. It looks like we now can start reaping the harvest after long and disciplined work within the portfolio companies' organizations" says Marcus Söderblom, Vice Chairman, Explorica, Inc., and vice President AB Novestra.

Novestra owns approximately 14 percent of the capital and votes in Explorica, Inc. For further information please contact Marcus Söderblom, vice Chairman, Explorica, Inc., 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