

# NOVESTRA

**PRESSRELEASE**  
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## **Novestra: New back-up service in England provided by Diino**

Ribbon Print, one of England's leading providers of ribbon printing equipment, has launched a new service *Pickle My Data*. The service provides a simple and quick solution for back-up and storage of photos, video, music and other files. Files stored on the Internet provide new possibilities to share and access photos and documents where ever you happen to be.

The system that Ribbon Print is using for *Pickle My Data* is developed by Novestras portfolio company Diino.

“An astonishing number of our customers have called this year following viruses and hard drive failures having lost all of their data. For us and our customers this is a highly important, value added service and we will be informing all of them. In addition we have launched the *Pickle My Data* brand to provide data storage services to new customers, both residential and business. We therefore expect to quickly generate increased revenues over the next year. For Ribbon Print the partnership with Diino means we can offer our customers secure storage of photos and other important documents” says Catherine Castle, Managing Director of Ribbon Print.

“The end user feels that is a natural to purchase this service from someone they already have a relationship with or who has a strong brand name. This is in line with Diino’s expansion strategy through expand with this type of partner. We are very happy that Ribbon Print has become our partner in England under the *Pickle My Data* brand and are looking forward to a successful partnership” says Jan Nilsson, CEO at 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](http://www.novestra.com)*