

PRESS RELEASE

For Immediate Release

PIXMAN NOMADIC MEDIA EXPANDS ITS GLOBAL PRESENCE IN ONE OF THE MOST PROMISING EMERGING MARKET: INDIA

PIXMAN

Montreal, January 24, 2008 – Pixman Nomadic Media Inc. (TSXV: "PMN") is pleased to confirm the implementation of its value-added reseller (VAR) business model in India, one of the most promising emerging markets in the world today. An agreement was concluded with Mass Media Makers, an out-of-home communications agency based in Mumbai, who will offer Pixman services throughout the country as of February.

"This agreement is an important move to expand our global network and connect Pixman communities," says Philippe Gribreauval, President of Pixman Nomadic Media. "As India is a very dynamic market, we anticipate a large demand from advertisers and expect the need for Pixman units to significantly increase over the coming months."

With the explosion of India's purchasing power, major brands in industry sectors such as telecommunications, packaged goods and automobiles are now looking for new ideas to create relationships with consumers and set themselves apart from competitors. They are investing significantly in out-of-home media due to the lower penetration and effectiveness of traditional mass media. Based on its patented mobile technological platform, the timing for Pixman solutions to enter the Indian market is excellent. Because Pixman systems are worn by local brand ambassadors, they will offer advertisers the ability to specifically target consumers and overcome the challenge of India's large diversity of languages, religions and income levels.

"We are confident that Pixman will be a success here," says Pravin Chudasama, President and Founder of Mass Media Makers. "Many major brands we are talking to are very interested and contract discussions are well underway. There are also several new shopping centers and retail chains planning to open soon. It will certainly offer us many opportunities," he added.

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Since its foundation in 2000, Mass Media Makers specializes in launching new outdoor advertising medias. They have successfully delivered campaigns for clients such as Coca-Cola, Tata, Unilever and the Bank of India and have been preparing the launch of Pixman media systems for the past year.

About Pixman Nomadic Media Inc.

Pixman Nomadic Media Inc. (www.pixman.com) is a Montreal-based tactical marketing company. The foundation of Pixman's business, through its wholly-owned subsidiaries Pixman Corporation, Pixman Europe S.L. and Pixman U.S.A. Inc., is the Pixman[®] patented wearable multimedia system worn by brand ambassadors. Pixman creates innovative technology-based marketing experiences that bring new ways to promote brands, products and services. Pixman provides turnkey media services throughout North America and Europe, and licenses its products to partners active in over 25 countries around the world. Pixman is listed on the TSX Venture Stock Exchange (www.tsx.com) under the symbol "PMN".

Forward Looking Statements

This news release contains forward-looking information. These statements relate to future events or future performance and reflect management's current expectations and assumptions. Such forward-looking statements reflect management's current beliefs and are based on information currently available to management of Pixman Nomadic Media Inc. A number of factors could cause actual events, performance or results to differ materially from the events, performance and results discussed in the forward-looking statements. These forward-looking statements are made as of the date hereof and Pixman Nomadic Media Inc does not assume any obligation to update or revise them to reflect new events or circumstances.

(The TSX Venture Exchange has not reviewed and does not accept any responsibility for the adequacy or accuracy of this release.)



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