

PRESS RELEASE

For Immediate Release

PIXMAN

PIXMAN NOMADIC MEDIA ANNOUNCES REORGANIZATION OF SENIOR MANAGEMENT

Montreal, April 18, 2008 – Pixman Nomadic Media Inc. (TSXV: "PMN") ("Pixman") announced today that it has implemented changes to the responsibilities of its senior management team. Effective immediately, Daniel Langlois, currently Chairman of the Board and Interim Chief Executive Officer, takes the position of Executive Chairman of Pixman and Philippe Gribeauval, currently President, is appointed as President and Chief Executive Officer of Pixman. Mr. Gribeauval will continue to report to Mr. Langlois and to fulfill his functions as President of Pixman Europe S.L. and Pixman U.S.A. Inc.

"Market trends, as foreseen, confirm that marketing budgets are shifting to alternative media," said Daniel Langlois, Executive Chairman. "Last year, more than \$70 billion of the advertising budgets in the United States were allocated to tactical media campaigns. This trend is also seen on a global scale and is expected to continue over the next years. Mobile marketing and out-of-home advertising spending are among those with the strongest growth, which represents significant opportunities for Pixman. We therefore want to take full advantage of our leading edge in new tactical media and position ourselves as a world leader in this sector. In parallel with the fast expansion of our distribution network, we will introduce new products complementary to our current offerings which will increase the effectiveness of tactical media. The main objective of this adjustment is to allow me to focus my time to strategic initiatives related to these new developments."

Mr. Gribeauval, President and Chief Executive Officer, added, "I would like to thank the board of directors and Daniel Langlois in particular for the privilege to serve as CEO of Pixman. I am proud to have the opportunity to contribute in my new role to Pixman's development and vision."

[::: more](#)



Philippe Gribbeauval has more than 25 years of experience in management. He joined Pixman almost two years ago and became President in 2007. He has played an active role in the value-added reseller program implementation, which has now proven to be very effective. The last three quarters growth revenue is mainly attributed to this business model.

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 offers a value-added reseller program to partners active in over 25 countries. 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. 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 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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