

NEWS RELEASE

For Immediate Release

PIXMAN

GRANT OF INCENTIVE STOCK OPTIONS

Montreal, April 28, 2008 – Pixman Nomadic Media Inc. (TSXV: "PMN") ("Pixman") announces that it has granted, on April 25, 2008, options to purchase 810,000 common shares of Pixman to directors and officers of Pixman under its stock option plan. The options will vest, as to the first half, one year after their grant date and, as to the second half, two years after their grant date. The options expire on April 25, 2013 and are exercisable at a price of \$0.21 per share, being the closing sale price in respect of Pixman's common shares on the TSX Venture Exchange on April 25, 2008.

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".

(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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For more information:

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