

## PRESS RELEASE

For Immediate Release

### **@HAND COMMUNICATIONS, PIXMAN'S NEW RESELLER IN THE NETHERLANDS, SIGNS A CAMPAIGN FOR TELECOMMUNICATIONS COMPANY KPN**

**PIXMAN**

**Montreal, June 16, 2008** – Pixman Nomadic Media Inc. (TSXV: "PMN") ("Pixman") continues its expansion in Europe with the signature of a value-added reseller (VAR) agreement with @Hand Communications, for the distribution of Pixman products and applications in the Netherlands. An initial campaign is already underway for the launch of mobile television by KPN.

"The reaction to Pixman media is very positive and results have exceeded our expectations and those of our client," stated Mathieu Bunjes, head of business development for @Hand Communications. "Furthermore, several brands we've been holding talks with have shown interest for summer campaigns. Pixman will undoubtedly be successful here!"

@Hand Communications is currently carrying out a campaign for the Dutch telecommunications company KPN. The first part has successfully been completed this weekend. Pixman brand ambassadors, strategically positioned near KPN stores, were promoting the brand new Mobile TV, a service that makes it possible to access television networks via mobile phones. Equipped with Samsung P960 cell phones, the teams demonstrated service features to passers-by and handed out raffle tickets that had to be dropped off at points of sale with the goal of attracting new clients and stimulating sales. The campaign will continue at open-air festivals beginning next month.

"This partnership is part of our growth strategy in Europe," said Philippe Gribbeauval, President and Chief Executive Officer of Pixman. "This addition will help reinforce our positioning as a key player in the execution of multinational promotional campaigns."

@Hand Communications is an agency specializing in brand activation and event marketing.

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The company is well-known for its quick execution, innovative concepts and its in-house production of technological applications. The company has carried out successful campaigns for prestigious brands such as Mitsubishi Motors Europe, Bacardi, Intel and Motorola.

### **About Pixman Nomadic Media Inc.**

Pixman Nomadic Media Inc. ([www.pixman.com](http://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<sup>®</sup> 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](http://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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