

PRESS RELEASE

For Immediate Release

Attention business/financial editors:

PIXMAN

PIXMAN NOMADIC MEDIA INC. RELEASES ITS FOURTH QUARTER AND 2008 FISCAL YEAR FINANCIAL STATEMENTS

- Total revenue increased by 55.6% compared to the previous fiscal year. Revenue for the nomadic media sector rose by 119.9%.
- Operating margins improved by 95.7%.

MONTREAL, October 28, 2008 – Pixman Nomadic Media Inc. (TSXV: "PMN") ("Pixman") announced today its results for the fourth quarter and the fiscal year ended June 30, 2008. These results highlight its sound business strategy: revenues increased by 55.6% compared to the previous fiscal year, operating margins improved by 95.7% and net loss shrank by 6.1%.

During this reported fiscal year, Pixman focused on strengthening its position in the nomadic and mobile advertising markets, which are expected to experience strong growth. The company initially reorganized its management team in order to clarify its vision and provide precise direction for its resources. Then, it concentrated on its development strategy by deploying its value-added resellers ("VARs") business model worldwide. This approach, which was proven on European markets, has allowed Pixman to accelerate its geographic growth, increase its revenues and improve its operating margins.

Resources have also been mobilized to launch Pixpal's development. This dynamic community project aims at connecting consumers to their favorite brands via mobile communication platforms. This technological breakthrough, coupled with the recent acquisition of Pixnet, a mobile content and digital signage management company, will help multiply Pixman's business opportunities.

"The 2008 fiscal year has allowed us to strategically position our global offer and to pursue our business development centered on the important world brands," stated Philippe Gribeauval, President and Chief Executive Officer of Pixman. "A growing number of well-established and high-profile brands are selecting Pixman's solutions for national and multinational campaigns.

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Last year large-scale promotions were carried out for Chanel and Sony. The trend continues this year with the addition of Research In Motion (RIM), Canon and Coca-Cola. These brands are becoming strategic partners and pave the way for further large-scale campaigns. Disney, Google and Levi's particularly have recently tested out Pixman's solutions. Pixman is gradually imposing itself as a key player in the nomadic and mobile advertising sector."

"We start the 2009 fiscal year very determined to make our vision come true," said Daniel Langlois, Executive Chairman of the company. "Last month we signed financing agreements for more than 7 million dollars, as well as completed the acquisition of Pixnet and a license for the development of Pixman's dynamic community concept called "Pixpal". We can now proudly maintain that Pixman holds the key elements to achieve its vision, namely to revolutionize the nomadic and mobile advertising markets by allowing consumers to connect to their favorite brands via virtual and physical worlds. "

Financial Highlights

- Total revenue for the three-month period ended June 30, 2008 was \$471,735, representing a 16.7% increase over the fourth quarter of the 2007 fiscal year.
- Annual revenue for the 2008 fiscal year was \$1,998,854, a 55.6% increase compared to the previous fiscal year.
- Net loss of 2.9 million dollars, or 0.08 cents per common share for the 2008 fiscal year, compared to 3.1 million dollars, or 0.14 cents per common share during the 2007 fiscal year, representing a 6.1% decrease over the previous year.
- Four quarters with total revenue greater than the corresponding periods of the previous fiscal year.

A copy of Pixman's financial statements and MD&A is available online on the SEDAR website at www.sedar.com.

Business Highlights

- Completion of a private placement for gross proceeds of 1 million dollars. To date, agreements have been signed for an additional amount in excess of 7 million dollars.



- Restructuring of top management. A new President and Chief Executive Officer and a Chief Financial Officer have been appointed. Furthermore, Daniel Langlois, former Chairman of the Board and interim Chief Executive Officer, currently holds the position of Executive Chairman.
- Adopting a business model calling for VARs at the international level. This approach is gradually replacing the third-party licensing model.
- Network Expansion. Agreements signed with VARs in India, France, Morocco, Turkey and Greece, as well as several other markets. Pixman is currently pursuing the expansion of its network into additional markets, especially the United States, Denmark and Brazil. Thus, its current VAR network has twenty some members.
- Development of a new media vehicle - Pixpal, through the acquisition of Pixnet. This concept is aimed at designing virtual communities around large world brands in order to allow users to interact amongst themselves through those large brands.
- Increased return of clients. Nearly 30% of clients, including several well-known brands such as RIM, Coca-Cola, Canon and Telefónica, have resorted to our products on multiple occasions.

About Pixman Nomadic Media Inc.

Pixman Nomadic Media Inc. (www.pixman.com) is a Montreal-based tactical and mobile 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 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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