

PRESS RELEASE

For Immediate Release

PIXMAN EXPANDS ITS NOMADIC MEDIA OFFERING, BY LAUNCHING PIXPROJECTOR

PIXMAN

Initial campaigns with Disney Interactive and Grolsch have already been confirmed

Montreal, May 23, 2007 – Pixman Nomadic Media Inc (TSXV: "PMN") today announced the launch of the PixProjector, an entertaining wearable multimedia projection system. With this release, the company is taking a first step to expand its nomadic media offering.

“We are very excited about the launch of this new product as we’ve received very positive feedback from advertisers and consumers,” says Guy Labelle, President of Pixman Nomadic Media. “The PixProjector will offer an alternative solution to advertisers who wish to interact with their consumers and engage them in brand experiences.”

The PixProjector enables brand ambassadors wearing the system to walk among crowds in targeted places at specific times and project images and video clips on walls, sidewalks and any other surface, while interacting with the consumers. The PixProjector is very effective in low-light environments and has a powerful sound system. It can also display images from different sources: video DVDs, CDs, video games and software applications.

This announcement follows a successful test market phase conducted in London for Disney Interactive Studios and the music band The Kooks including a presence at the Mastercard 2007 BRIT Awards’ red carpet, booked by Kinetic on behalf of Virgin/EMI and in Madrid for El Mundo’s online newspaper.

The primary phase generated strong demand and initial bookings have already been confirmed with high-profile brands. The following campaigns are starting in May:

Disney Interactive Studios

- Dates: May 21 to 23, 2007

[::: more](#)



- Locations: Leicester Square London – during media screenings for the new Pirates of the Caribbean: At World's End
- Number of PixProjector units: 2

Grolsch Beer

- Upcoming Dates: May to October 2007
- Locations: Outside trendy city centre bars & clubs in London (Camden, Islington & Shoreditch), Leeds, Manchester & Brighton
- Number of PixProjector units: 6 (1 or 2 per location)

Pixman Nomadic Media will market its new nomadic media system to its clients in North America and Europe and to the existing network of licensees around the world.

About Pixman Nomadic Media Inc.

Pixman Nomadic Media Inc. (www.pixman.com) is a Montreal-based multimedia promotions company. The foundation of Pixman's business, through its wholly-owned subsidiary Pixman Corporation, is the Pixman® patented wearable multi-media system with a visual display worn by brand ambassadors. The Pixman® represents an innovative way to promote brands, companies, products and services. Pixman provides turn-key media services throughout North America and licenses the technology to partners representing over 30 countries around the world. Pixman is listed on the TSX Venture exchange (www.tsx.com) as 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 does not accept responsibility for the adequacy or accuracy of this release.)



Note to Editors

Photos of the PixProjector are available in the Pixman MediaLibrary at

<http://www.pixman.com/index.php?menu=mediaLibrary&recherche=projector&country=all&advertiser=all>

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