

PRESS RELEASE

For Immediate Release

PIXMAN NOMADIC MEDIA CREATES PIXMAN EUROPE

PIXMAN

Montreal, June 28, 2007 – Pixman Nomadic Media Inc (TSXV: "PMN") is pleased to announce the creation of its first European subsidiary Pixman Europe, S.L. to accelerate the development of its business there. The new company will be responding to the growing demand for nomadic media systems.

The wholly-owned company will be based in Madrid and led by two senior executives. Philippe Gribreauval has been appointed President of Pixman Europe. Mr. Gribreauval has broad management experience with technology companies such as CGI and Quebecor Media. He is also a Director of Pixman Nomadic Media Inc. Cristina Romero, has been appointed Vice-President, Sales & Marketing of Pixman Europe. Mrs. Romero brings to Pixman Europe significant experience in the management of promotions and events companies.

The creation of Pixman Europe follows from the positive results of market analyses carried out since the end of 2006 and several successful nomadic media projects conducted for major brands in early 2007, making it possible for the European team to exceed their initial objectives. "The reaction to Pixman technology and services is unanimous and strongly positive," says Mr. Gribreauval. "Our European revenues are growing faster than expected and the level of activity now requires a permanent corporate presence on European ground."

The European community is a huge consumption market and many of its member economies are growing significantly, which creates clutter in traditional advertising and demand for tactical marketing ideas. Partnership agreements have already been signed in Spain with Grupo A Field Marketing Iberia, S.L. and in Italy with the agency Promomarketing s.r.l. These companies are specialized in field and guerilla marketing, and are leaders in their respective markets.

Discussions are also underway with many other European partners. Pixman Europe wants to rapidly create synergies among all partners of the Pixman community to offer and deliver pan-

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European campaigns for clients. A new business model was established to limit the initial investments from partners and optimize the use of Pixman Europe's inventory.

The targeted sectors are: telecommunications, video games, fashion and cosmetics, financial services, retail trade and show production and events. Many projects have already been initiated and proposals have been submitted for projects in each sector.

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 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 licenses its products to partners active in over 25 countries around the world. Pixman is listed on the TSX Venture stock 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.)

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