

## PRESS RELEASE

For Immediate Release

### PIXMAN TO EXECUTE TACTICAL MARKETING CAMPAIGN FOR ORVILLE REDENBACHER'S IN 100 WAL-MART STORES

PIXMAN

**Montreal, June 29, 2007** – Pixman Nomadic Media Inc (TSXV: "PMN") announces the signature of a contract with Armstrong Partnership LP, a Toronto-based marketing and communications agency, leading to the execution of a strategic marketing campaign in 100 Wal-Mart stores across six Canadian provinces in August for ConAgra Foods Canada.

Pixman brand ambassadors will be promoting a joint offer from Orville Redenbacher's and Universal Studios Home Entertainment, sampling Orville Redenbacher's popcorn and Sprite Zero and entertaining shoppers with clips from hit TV shows from Universal Studios Home Entertainment. The TV shows previewed on the Pixman monitors, including hot titles like House and Heroes, will be available on three free DVDs inside specially marked boxes of Orville Redenbacher's popcorn throughout the promotion.

"After testing this innovative tactical media last year in 37 Wal-Mart stores, which generated great return for our client, we are very pleased to hire Pixman again this year to increase our client's coverage to 100 stores", said Colleen Spicer, Account Supervisor at Armstrong Partnership LP.

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 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 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](http://www.tsx.com)) as "PMN".

[::: more](#)



## 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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### **For more information:**

Isabelle Grégoire  
Pixman Nomadic Media Inc.  
Tel: +1 (514) 845-9669, poste 223  
igregoire@pixman.com

### **Investor Relations:**

Sylvain Archambault  
Evolution Group Inc.  
Tel: +1 (514) 448-4887; Toll free: 1 866 703-4887  
s.archambault@evolutiongrp.com

