

## PRESS RELEASE

For Immediate Release

### PIXMAN PURSUES ITS MARKET DEVELOPMENT IN EUROPE

PIXMAN

**Montreal, July 12, 2007** – Pixman Nomadic Media Inc (TSXV: "PMN"), through its wholly-owned subsidiary Pixman Europe S.L., continues to expand its activities in Europe. Following previously announced developments in Spain and Italy, Pixman is pleased to announce that activities are now deployed in Germany, Austria and Portugal.

Pixman Europe S.L. has signed partnership agreements with Competition Partner Promotion, whose head office is located in Frankfurt with many operating offices in Germany and Austria, and with RBensimon, a communication and media group based in Portugal, which activities extend from street marketing to exterior billboards and the management of private video networks.

"Pixman has generated a lot of interest in Europe and discussions are underway with many other potential partners," says Philippe Gribeauval, President of Pixman Europe S.L.

"We believe that by the end of our second quarter we will be able to count on nearly a dozen business partnerships, thus allowing us to accelerate our growth and to position Pixman as a leader on the European nomadic media market. Moreover, the establishment of these partnerships will constitute a major asset for Pixman to lead multi-country campaigns and develop a pan European network of nomadic promotion."

Since the beginning of activities in Europe, more than 200 000 euros in contracts have been signed. Recent campaigns have included sectors such as telecommunications with Vodafone/MTV; video games on mobile phones with Gameloft; banking with Banco Bilbao Vizcaya Argentaria (BBVA); publishing with El Mundo and Economista, in Spain, and Condé Nast Publications for Vogue Pelle during the men fashion event Putti Uomo held in Florence; and lotteries with Oberthur Gaming Technologies (now Scientific Games) during the 3GSM World Congress, in Barcelona. "The breadth of our early client base confirms our business plan and is paving the way for a very favourable future", says Mr. Gribeauval.

[::: more](#)



These results in Europe exceed expectations and confirm the potential of the European market for Pixman.

#### 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 and Pixman Europe S.L., 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".

#### 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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