

PRESS RELEASE

For Immediate Release

PIXMAN IS AWARDED A CONTRACT FOR 3 ITALIA IN 119 CITIES

PIXMAN

Montreal, July 30, 2007 – Pixman Europe S.L., a wholly-owned subsidiary of Pixman Nomadic Media Inc. (TSXV: "PMN"), and its partner Promomarketing S.R.L are completing these days a successful tour in 119 Italian cities for 3 Italia, an important mobile telecommunication company and subsidiary of the international holding H3G.

Since July 14th, Pixman brand ambassadors have been the main characters of the promotional campaign Doctor X-Series Contact Tour 2007. Upon completion of the program, they will have toured 438 venues promoting the first complete offer dedicated to third generation (3G) mobile phones in Italy. This new solution enables users to access several Web applications, thanks to the support of major companies such as Skype, Yahoo!, Google, eBay and Microsoft.

"The granting of this contract demonstrates the capability of our company to make national promotional campaigns and positions us in a unique way to meet the requirements of other similar campaigns," said Philippe Gribreauval, President of Pixman Europe. The awarded contract value exceeds 115 000 euros.

Pixman Europe S.L. is currently discussing with many other clients who wish to retain Pixman services for their nomadic and tactical marketing campaigns. "With our company deploying across Europe an increasingly growing range of applications including Wi-Fi and Bluetooth transmission as well as data acquisition, we anticipate that the telecommunications and mobility markets will be important sources of future contracts," underlined Cristina Romero, Vice-President, Sales and Marketing of Pixman Europe. "We make it possible for these companies to reach targeted customers where they are, by using means that bring traditional marketing campaigns further."

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, through its wholly-owned subsidiaries Pixman Corporation

[::: more](#)



and Pixman Europe S.L., 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.)

– 30 –

For more information:

Isabelle Grégoire
Pixman Nomadic Media Inc.
Tel: +1 (514) 845-9669, ext. 223; Toll free: 1 866 703-4887
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

