

PRESS RELEASE

For Immediate Release

PIXMAN NOMADIC MEDIA EXPANDS IN THE USA

PIXMAN

Montreal, September 11, 2007 – Pixman Nomadic Media Inc. (TSXV: "PMN") announced today its expansion into the United States, with the opening of a wholly-owned subsidiary Pixman U.S.A. Inc., in response to the increasing demand for tactical marketing solutions in the U.S.A.

This decision is a direct consequence of the numerous tactical marketing campaigns conducted by Pixman in the United States since 2003, which resulted in the acquisition of an important American customer base. Recently, developments accelerated as many campaigns were executed for high-profile brands: Canon during the US Open ("Maria Mania Takes Manhattan!" campaign), Taubman Centers (10 malls in 7 states), Ubisoft, Dice and Skechers. This visibility led to multiple requests for proposal for campaigns running in the coming year, and as such, the company has decided to establish a stronger permanent presence in the country.

Pixman U.S.A. has been created to facilitate the selling process of Pixman solutions in the United States and to offer a high quality of customer service locally. Through the subsidiary, Pixman will be hiring local sales and operating resources in key locations. The first commitment has been the recent establishment of an operations office strategically located in Las Vegas, Nev. Pixman has also launched a specific Pixman U.S.A. website. The site, www.pixman-usa.com, especially designed to appeal to an American audience of agencies and advertisers, gives detailed information, such as product features and case studies.

Pixman U.S.A. will extend its presence in the U.S. market with the establishment of a value-added reseller network. Partners are currently being selected and negotiations are well underway. "The VAR program is generating a lot of interest among promotional and field marketing agencies, as their initial investment is limited," said Reneault Poliquin, vice-president of sales and marketing at Pixman Nomadic Media. "Not only does Pixman fit perfectly in their marketing solutions portfolio but it becomes an excellent source of incremental revenue for them. Our goal is to sign at least six major partnerships within the next six months."

[::: more](#)



“While optimizing the use of our inventory, the new program will allow us to focus on our strengths such as developing new tactical marketing solutions and services,” added Mr. Poliquin.

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, Pixman Europe S.L. and Pixman U.S.A. Inc., 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.)

Note to Editors

More information about the promotion in Taubman Centers can be read at:

<http://money.cnn.com/news/newsfeeds/articles/prnewswire/CLM01913082007-1.htm>

– 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

