

PRESS RELEASE

For Immediate Release

PIXMAN NOMADIC MEDIA IMPLEMENTS ITS VAR BUSINESS MODEL GLOBALLY AND APPOINTS A NEW PRESIDENT

PIXMAN

Montreal, November 14, 2007 – Pixman Nomadic Media Inc. (TSXV: PMN) announced today that it will uniformly deploy the same business model it successfully implemented in Europe which the Company believes is best suited to its target market.

Harmonization of the Business Model

The VAR (“Value Added Reseller”) business model used in certain markets has shown promising financial and operational benefits. In fact, this approach is expected to allow for reduction in operating costs, improve efficiency and reduce the requirement for administrative support. In addition, the VAR business model provides for significant leverage in terms of client base and business development.

“Based on the success of the VAR business model in Europe, it has become imperative to uniformly deploy it in other regions. In fact, this business model will allow us to concentrate on the development of nomadic interactive applications,” explained Daniel Langlois, Chairman of the Board and Chief Executive Officer of Pixman Nomadic Media Inc. “Traditional media is looking for solutions to extend their offer to clients. Market trends confirm that marketing budgets are moving towards more targeted approaches to consumers by “below the line” agencies with whom we are developing our VAR business model,” Mr. Langlois said.

Appointment of New President

In the context of this new strategic direction, the Board of Directors of Pixman Nomadic Media is pleased to announce the nomination of Philippe Gribbeauval as the new President of Pixman Nomadic Media Inc. replacing Guy Labelle who has relinquished his duties as President and Chief Technology Officer. Mr. Labelle has also advised the Company that he would not stand for re-election as a director at Pixman’s upcoming Annual and Special Meeting of shareholders to be held

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on December 5, 2007. "We are very grateful for the contribution of Mr. Labelle in the creation of Pixman Nomadic Media and are confident that the experience and know-how of Mr. Gribreauval will contribute to the successful deployment of our business model in all our markets," affirmed Daniel Langlois, CEO of Pixman Nomadic Media Inc. Mr. Gribreauval, the current President of Pixman Europe, held many executive positions with companies operating in the media and information technology sectors (CGI, Cogeco, Quebecor) prior to joining Pixman. "I am very happy to be able to contribute to the development of the company by deploying our business model. We are now ready, thanks to the originality of our media offer, to carry out international nomadic media campaigns world-wide like the one we have just completed for Chanel in five large cities of the world (Paris, London, New York, Tokyo and Hong Kong)," affirmed the new President, who will continue to fulfill his functions as President of Pixman Europe and will also be a nominee as director at Pixman's upcoming shareholders' meeting. In addition, Mr. Valier Boivin has also been added as nominee.

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) under the symbol "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 Venture Exchange does not accept responsibility for the adequacy or accuracy of this release.)

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