



PRESS RELEASE
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NOVESTRA: myPublisher, Inc. IN DISTRIBUTION PARTNERSHIPS WITH AMERICA ONLINE, AMERICAN GREETINGS AND ECKERD PHOTO LABS

New York based **myPublisher, Inc.** (formerly Recollections, Inc.), producer of personal publishing products such as books and calendars (private publishing), has in the last couple of months established itself as the fulfilment partner for key players within the digital photo industry.

The partnership with *America Online, Inc.* (AOL) aims at reaching the company's 31 million subscribers and offer them a range of products based on their own digital images. *myPublisher* has also entered into partnership with *American Greetings, Inc.* - the leading online greetings site and premiere personalized content delivery company with more than 16 million monthly visitors. Furthermore, *myPublisher* has entered into partnership with *Eckerd* photo labs whose 1,600 stores will promote *myPublisher's* products on all their film bags and through a direct link on all their photo CDs.

"We have spent a substantial amount of time and money on developing software and a production technology that would enable us to take advantage of the changes in the digital photo market. These agreements show that, at present, we are well ahead of any competition in this new exciting category. We hope to be able to present further distribution agreements in the near future which will help us capitalize on the changes in consumer behaviour which digital photography and the Internet entails," Carl Navarre, founder and CEO of *myPublisher, Inc.*, says.

For further information please contact Theodor Dalenson, chairman, AB Novestra, phone No. +46 8 545 017 50.

About myPublisher, Inc.

myPublisher has developed a proprietary software which enables individuals and businesses to turn their digital photographs and other memorabilia into high-quality coffee table books and other printed products quickly and easily at affordable prices via the Internet.

For information regarding *myPublisher, Inc.*, please see www.mypublisher.com

About AB Novestra

AB Novestra is one of the leading independent venture capital investment companies in the Nordic region with focus on companies providing enabling network technologies and services for the communications industry. Novestra's portfolio of companies includes B2 Bredband AB, Comintell Holding AB, Continuum Group Ltd, Netsurvey AB, Qbranch AB, Recollections, Inc., Strax Holdings, Inc. and a number of other holdings. Novestra's shares are listed on the O-List of Stockholmsborsen.

For information regarding AB Novestra, please see www.novestra.com