

Novra gains momentum in delivering branded in-store television.

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Novra Technologies Inc. (TSX-V: NVI) a provider of broadband technologies for satellite, cable and wireless networks together with its channel partner, Avanti Communications, a leader in the European satellite services market, today announced that the UK division of Europe's largest travel group, TUI, has selected their technology and services to launch in-store branded television to a number of flagship Lunn Poly shops in the UK.

Lunn Poly, the UK's largest travel retailer, will use the SSP 100, Novra's broadband media store and play appliance and DisseMedia, Novra's file distribution system to improve communication, deliver key brand messages, as well as to promote certain targeted products to their customer base. Novra's products will allow for branded content to be delivered according to Lunn Poly's programming schedule and can be tightly tailored according to the requirements of individual shops or groups of shops.

David Williams, CEO, Avanti Communications commented that "TUI wanted to provide their customers with value-added services, with the added benefit of differentiating themselves from their competition. Using broadband satellite technology and Novra's SSP 100 devices in-store, not only makes this possible but makes it highly cost effective and easy to manage. Novra's products, and willingness to work with us as we gain an early lead in this young market continues to impress us."

About Avanti Communications

www.avanti-communications.com

Avanti is a leader in the European satellite services market. It provides broadband content delivery and Internet access services by satellite, as well as its Connect TV offering.

About Lunn Poly

www.lunnpoly.com

Lunn Poly is the UK's leading travel agent, with around 750 Holiday Shops throughout the UK and employing around 6,000 people.

About Novra

www.novra.com

Novra Technologies offers premium broadband products, applications and services centered around DVB-IP and multicasting technology. Current products include the S75 and C75 (high-throughput, cost-effective DVB satellite and cable receivers), the SG75 based upon the S75 but offering two-way connectivity), DisseMedia (a reliable file distribution system using multicast technology) and the SSP100 (a broadband media store and play appliance that integrates Novra's receiver and reliable multicast file delivery technology).

NOVRA TECHNOLOGIES INC.

Harris Liontas
President & CEO

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