

NovraLink Set to Carry Nygard Fashion Network

Novra Technologies Inc. (NVI:TSX:Venture), a provider of systems and equipment for satellite, cable and wireless networks, is pleased to announce that it has been selected by Nygård International to assist with the launch of its own corporate satellite network, the Nygård Fashion Network (NFN). The launch of the network will initially consist of a pilot project designed to broadcast the first NFN movie from “*Deloraine to Times Square*”, a biography of Peter Nygård. The movie will be broadcasted to the Nygård outlets via Satellite.

Novra has been granted the right of first refusal to provide the Satellite equipment for the NFN. Through this pilot project, the Nygård Fashion Network (NFN) will broadcast corporate communications, training and retail advertising to retail outlets across North America via satellite using Novra’s *NovraLink*[™] solution.

The Nygård Fashion Network (NFN) will focus on: delivery of product advertorials, live fashion shows, and half-hour fashion dramas to consumers; as well as visual communication to sales associates, providing them with training and product knowledge. After completion of the current pilot program at the initial 4 locations, NFN will work toward deploying the system into all 200 Nygård clothing retail outlets.

NovraLink[™] is engineered for the satellite distribution of rich media for in-store television, digital signage, and distance learning. *NovraLink*[™] provides a very powerful and cost effective solution for communication of rich media advertising to the point of sale.

“Business today has to react instantaneously and it has to be done in real time,” said Peter Nygård, chairman and founder of Nygård International. “We want to get our message out in real time to both our consumers and our associates.”

Harris Liontas, CEO at Novra stated, “We are very pleased to be involved with a technologically advanced client such as Nygård International. Peter Nygård is a visionary in his industry and we expect to assist him in setting the standard for retail in-store TV technology in North America.”

About Novra (www.novra.com)

Novra Technologies offers premium broadband products, applications and services centered on DVB-IP and multicasting technology. Current products include the S75, A75 and C75 (high-throughput, cost-effective DVB satellite, ATSC, and cable receivers), and Novra’s *NovraLink* In-Store Narrowcasting Television Solution.

About Nygård (www.nygard.com)

Nygård International is a multi-million dollar fashion manufacturer and retail operation, recently described as the largest women’s clothing manufacturer and supplier in the world and is the world’s foremost creator of casual elegant separates for the active over 25. Nygård International has offices in Winnipeg, Toronto, Montreal, Saskatoon, Gardena, California, Mexico and New York.

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