

FOR IMMEDIATE RELEASE
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**DISTANCE LEARNING LEADER BTV +
PARTNERS WITH NOVRA TECHNOLOGIES INC.**

***Novra's NovraLink Multimedia Satellite Distribution and Playout Solution
Complements BTV+ Distance Learning Offering***

New York, New York – October 26, 2004. Novra Technologies Inc., and BTV+ announce a partnership that will lead to co-operative efforts in marketing and technology enhancement. Novra is a product engineering company that specializes in DVB IP solutions including IP encapsulators, DVB receivers, and NovraLink: a multimedia distribution and playout solution. Novra's general DVB-IP expertise and NovraLink solution specifically enhance the BTV+ Interactive Distance Learning offering by enabling BTV+ to provide a cost-effective and feature-rich managed satellite distribution solution that fits tightly with the BTV+ infrastructure that is already in place.

Harris Liontas, Novra CEO stated "BTV+ exactly fits the profile of companies we like to partner with. They are well recognized as a leading provider of satellite distance learning services and with Novra being a technology provider, we complement each other very well. We are pleased to work with BTV+ as they transition to IP based services."

Bill Barr, CTO BTV+, said that BTV+ is pleased with Novra's achievement in the development and deployment of their digital audio/video content delivery platform via satellite. The Novra design is very well thought-out and can be easily adapted to various BTV+ applications, from the delivery of content and play lists for signage, to interstitials for local insertion in a diverse broadcast network.

NovraLink has a very powerful publisher component that enables BTV+ operators to easily decide what media gets distributed, where it will go, and when it will play out. And NovraLink's reliable file delivery technology uses forward error correction to ensure that media arrives by satellite intact at the destination, ready for scheduled playout or retrieval by the end user.

BTV+, and Novra will be available for further discussions at the SATCON conference and expo, October 26-27, Jacob Javits Convention Center, New York City. Come visit us in booth # 416

About BTV+
www.btvplus.com

Founded in 1981, is a world leader in IDL having pioneered the concept. BTV+ serves the major banks, grocery stores, post offices, gaming networks, and automotive manufacturers in both Canada and the United States. BTV+ builds and operates manned and robotic broadcasting studios, and pioneered unmanned IDL broadcasting studios which are operated robotically from anywhere over IP. Visit BTV+ on the web or contact Lise Marcotte; phone: 905-403-7239; email: lmarcotte@canbtv.com

About Novra Technologies Inc.
www.novra.com

Novra Technologies offers premium broadband products, applications and services based on DVB-IP and multicasting technology. Current products include the S75, A75 and C75 (high-throughput, cost-effective DVB satellite, ATSC, and cable receivers), IPE 400 series DVB encapsulators, and Novra's *NovraLink* In-Store Narrowcasting Television Solution. Visit Novra on the web or contact Patrick Sheedy; phone: 204-989-4729; email: psheedy@novra.com