

# NEWS RELEASE

## Novra Technologies Establishes Japanese Reseller

**Winnipeg, Manitoba, Canada (June 21, 2004)** – Novra Technologies Inc. (TSX Venture - NVI) is pleased to announce that Rikei Corporation, headquartered in Tokyo, Japan, has been appointed as Reseller of Novra S75, IPE400 series, and NovraLink Digital Signage products and solutions, serving accounts in Japan.

As part of the reseller agreement, Novra will work with the Network Solutions Department of Rikei to market and sell Novra product and solutions in Japan.

“Rikei gives us a very capable and credible extension of our reach into Japan and we are already working very closely with their team members to bring Novra products and solutions to the Japanese market,” said Patrick Sheedy, Director of Business Development at Novra.

Katsuei Aoyagi, Rikei President and CEO, said “We remain committed to broadening our partnerships with leading technology companies around the world so that we can offer our customers the most advanced solutions available on the market at any time. Establishing solid business relationships with world-class companies is one of the founding principles of Rikei Corporation.”

### **About Rikei**

[www.rikei.co.jp](http://www.rikei.co.jp)

Rikei Corporation was established in 1957 and is based in Tokyo with over 200 employees. Rikei supplies a variety of solutions based on a core of the world's most advanced products and technologies and strategic relationships with over 100 of the world's major manufacturers and business partners. Rikei's abilities in technical development, planning, and consulting provide solutions that bring together the specialty areas of computers and applications, telecommunications networks, and electronic equipment and parts.

### **About Novra**

[www.novra.com](http://www.novra.com)

Novra Technologies offers premium broadband products, applications and services centered on the transport of Internet Protocol (IP) traffic using Digital Video Broadcasting (DVB) standards. Current products include the S75, A75 and C75 (high-throughput, cost-effective DVB satellite, ATSC, and cable receivers); the IPE400 family of DVB-IP encapsulators, and Novra's *NovraLink* In-Store Narrowcasting Television Solution.

### **Forward Looking Statements**

Statements in this report relating to matters that are not historical fact are forward-looking statements based on current expectations, forecasts and assumptions that involve risks and uncertainties that could cause actual outcomes and results to differ materially. Factors that could cause or contribute to such differences include, but are not limited to general economic conditions, changes in technology, reliance on third party manufacturing, managing rapid growth, global sales risks, limited intellectual property protection and other risks and uncertainties described in Novra's public filings with securities regulatory authorities.

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*TSX Venture Exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of this release. The statements contained in this release that are not historical facts are forward-looking statements, which involve risks and uncertainties that could cause actual results to differ materially from targeted results. The Company relies upon litigation protection for forward- looking statements.*