



Novra Announces Changes to Management Team

Winnipeg, MB – (Marketwired - July 26, 2016) –Novra Technologies Inc. (“Novra”) (TSX-V: NVI) today announced changes to its management team following its merger with International Datacasting Corporation (“IDC”).

Novra’s Board of Directors has appointed Patricia Gair to the newly defined role of Chief Operating Officer (COO), in which she will oversee the internal operations of the company and lead special strategic initiatives. Ms. Gair holds a B. Sc. in Electrical Engineering from the University of Manitoba and is also a Chartered Professional Accountant, CMA. Prior to joining Novra, where most recently she has served as Director of Operations & CFO, Ms. Gair held technical and leadership positions in manufacturing, engineering, software development, IT, quality assurance, and customer service at several organizations, including IBM Canada, Infocorp Computer Solutions, and Continental Healthcare.

Effective July 25, 2016, the Board of Directors also appointed Steven Archambault as the Chief Financial Officer (CFO) of Novra and he will also serve as the President and CFO of Novra’s wholly-owned subsidiary, IDC. Mr. Archambault brings to Novra a wealth of experience in corporate finance, treasury, financial planning and analysis, merger & acquisition, and corporate tax. He was previously the CFO and interim CEO of IDC. He is a Chartered Professional Accountant, CA, with over 20 years of progressive experience in finance and senior leadership positions, including six years with a public company listed on the New York Stock Exchange.

Additionally, within its IDC subsidiary, the company has taken steps to strengthen its sales and business development team. Gary Carter, previous VP of Sales, has moved into the key role of VP, Business Development and Products, where he will build on his history as a strategic contributor to the success of IDC’s products and customers over the past 28 years.

IDC is also pleased to announce that Diana Cantú has joined the company as its new VP, Corporate Marketing and Sales. Ms. Cantú will be responsible for leading the Marketing and Sales team for the Novra group of companies. Ms. Cantú previously worked at IDC for more than ten years developing its Latin America market and later leading IDC’s work in the United States. She was instrumental in growing IDC’s business in digital cinema, IPTV, broadcast radio and television, distance learning and government applications. She also brings extensive experience in business development for other organizations within this and adjacent markets. Ms. Cantú commented, “I’m excited to be back at IDC, we have an excellent core group of people, solid technology, and an impressive customer base. This is an exciting moment in our industry as new applications for satellite and hybrid networks move to the fore. It’s a great time to be in the content distribution business.”

These appointments are expected to provide a sound foundation for a seamless merger integration of the two companies while continuing with uninterrupted service to global customers.

“I’m very pleased that we have made these changes to augment our already strong leadership team and position Novra well for the future. Patti is an outstanding leader who has demonstrated time and again her strength in operations and dedication to excellence. Steve has strong financial expertise and did an exceptional job of steering IDC through the recent merger. Diana brings a wealth of industry experience, market insights, and a proven track record of growing business. Together with our entire team, we look forward to doing great things,” said Harris Liontas, President and CEO.

About Novra Technologies Inc.:

Novra (TSX-V: NVI), specializes in the transmission and reception of IP traffic over satellite, cable and terrestrial communication links. Products offered include broadband receivers for DVB-S, DVB-S2, and ATSC systems. The NovraLink digital signage solution integrates Novra’s technologies into a comprehensive multimedia management and distribution system. IDC, a wholly owned subsidiary of Novra following a June 2016 merger, is a global technology provider for the world’s premiere broadcasters in radio, television, data and digital cinema. IDC’s products and solutions are in demand for radio and television networks, targeted ad insertion, digital cinema, 3D live events, VOD, and IPTV.

For more information visit: www.novra.com and www.datacast.com

Forward-Looking Statements:

This press release contains certain information that may constitute “forward-looking information” and/or “forward-looking statements” within the meaning of applicable Canadian securities laws including, without limitation, statements containing the words “believe”, “may”, “will”, “should”, “continue”, “expect”, “anticipate”, “estimate”, “believe”, “intend”, “potential” and similar expressions. Forward-looking statements in this release include but are not limited to statements relating to the new appointments providing further stability to Novra, seamless merger integration, and ability to improve company performance. All forward-looking statements are necessarily based on estimates and assumptions that are inherently subject to significant business, economic, competitive, political and social uncertainties and contingencies.

These forward-looking statements are made as of the date of this release and we do not intend, and do not assume any obligation, to update these forward-looking statements, except as required by applicable securities laws. There can be no assurance that such statements will prove to be accurate and actual results and future events could differ materially from those anticipated in such statements.

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