

**For Immediate Release**  
November 13, 2012

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**Ore Holdings Inc. and NOVT Corp. announce controlling investment in Ballantyne Brands**

***Firm Also Introduces NEO™ E-Cigs and Acquires Mystic™ E-Cig Brand***

**CHARLOTTE, N.C., November 13, 2012** – Ore Holdings Inc. (Other OTC: ORXE.PK) and NOVT Corporation (Other OTC: NVTP.PK) announced they have made an investment in electronic cigarette supplier Ballantyne Brands, LLC, to provide working capital for its acquisition of Mystic™ and to enable the company to execute on its business plan.

Ballantyne Brands also announced the introduction of a premium brand of electronic cigarettes, NEO™.

Ballantyne Brands is a leading electronic cigarette provider that enjoys robust brand equity in the growing e-cig market, a strong consumer base, and the full support of its suppliers.

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