



Northcore Technologies Inc.
302 The East Mall, Suite 300
Toronto, ON M9B 6C7
Tel: 416 640-0400 / Fax: 416 640-0412
www.northcore.com
(TSX: NTI; OTCBB: NTLNF)

For Immediate Release

NORTHCORE'S JOINT VENTURE WITH GE PROVIDES ONLINE SALES CAPABILITIES TO ARTHUR MACHINERY

Toronto, ON – November 8, 2007 – Northcore Technologies Inc. (TSX: NTI; OTCBB:NTLNF), a global provider of core asset solutions, announced today that its joint venture, GE Asset Manager LLC, will provide web-based asset disposition services to Arthur Machinery, an international distributor of precision machining equipment.

Arthur Machinery will take advantage of Asset Manager's online marketing and sales capabilities to market pre-owned machining equipment, including CNC machining centers, CNC turning centers and CNC welding robots to manufacturing and metalworking companies throughout North America. The marketing and sales activities are currently underway.

“Through the web-based tools of our joint venture with GE, we are helping world-class organizations accelerate the turn-over of surplus inventory and reach qualified buyers more cost-effectively,” said Duncan Copeland, CEO of Northcore Technologies. “We look forward to supporting Arthur Machinery's online asset management efforts.”

Additional information on the sales event can be found at www.geasset.com.

Schedules Q3 Results

Northcore also announced that it is scheduled to release its third quarter results on Tuesday, November 13 following the close of the markets. The company will hold a conference call at 10:00 a.m. (Eastern) on Wednesday, November 14 to discuss its financial results and review operational activities. Followers of Northcore are invited to listen to the call live over the Internet on the Investor Relations section of the company's website, www.northcore.com.

About Northcore Technologies Inc.

Northcore Technologies provides core asset solutions that help organizations source, manage and sell their capital equipment. Northcore works with a growing number of customers and partners in a variety of sectors including oil and gas, government, and financial services. Current customers include GE Commercial Finance, Paramount Resources and Trilogy Energy Trust.

Northcore owns a 50 percent interest in GE Asset Manager, a joint business venture with GE.

This news release may include comments that do not refer strictly to historical results or actions and may be deemed to be forward-looking within the meaning of the Safe Harbor provisions of

the U.S. federal securities laws. These include, among others, statements about expectations of future revenues, cash flows, and cash requirements. Forward-looking statements are subject to risks and uncertainties that may cause Northcore's ("the Company") results to differ materially from expectations. These risks include the Company's ability to raise additional funding, develop its business-to-business sales and operations, develop appropriate strategic alliances and successful development and implementation of technology, acceptance of the Company's products and services, competitive factors, new products and technological changes, and other such risks as the Company may identify and discuss from time to time, including those risks disclosed in the Company's Form 20-F filed with the Securities and Exchange Commission. Accordingly, there is no certainty that the Company's plans will be achieved.

Contact:

At Northcore Technologies Inc.

Joe Racanelli, Chief Marketing Officer

Tel: (416) 640-0400 ext. 273

Fax: (416) 640-0412

E-mail: jracanelli@northcore.com