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For Immediate Release

NORTHCORE SIGNS SERVICE AGREEMENTS WITH THE BRICK AND THE NEWFOUNDLAND AND LABRADOR HOUSING CORPORATION

Toronto, ON – November 13, 2007 – Northcore Technologies Inc. (TSX: NTI; OTCBB: NTLNF), a global provider of core asset solutions, announced today that it has signed a new service agreement with the Brick, one of Canada’s largest volume retailers of household furniture, mattresses, appliances and home electronics.

Northcore will provide application and infrastructure support services for the Brick’s online retail presence, www.thebrick.com, ensuring that customers are able to conduct secure, web-based shopping transactions regardless of location.

“This new agreement builds on the five-year relationship that we have developed with the Brick,” said Duncan Copeland, CEO of Northcore Technologies Inc. “We are fully committed to supporting the company, particularly as it expands its online sales activities.”

Northcore also announced that the Newfoundland and Labrador Housing Corporation (NLHC) has recently extended the terms of an existing service agreement. The NLHC will use Northcore’s technology and services to manage its maintenance activities.

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.

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