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For Immediate Release

NORTHCORE PROVIDES CORPORATE UPDATE
Delivers asset management and technology services; Schedules Q4 Announcement

Toronto, ON – March 12, 2008 – Northcore Technologies Inc. (TSX: NTI; OTCBB:NTLNF), a provider of asset management technology solutions, today gave an update on recent customer and operational activities.

“In the fourth quarter, we focused our efforts in two ways: supporting the business development efforts and customer requirements of GE’s Asset Manager, our joint venture with GE, and delivering application development services to clients that leverage our asset management expertise,” said Duncan Copeland, CEO of Northcore Technologies Inc. “We’ll reap the benefits for the company in 2008.”

As part of its corporate update, Northcore announced that has recently provided a series of online sales and marketing activities for its joint venture, GE Asset Manager LLC. These services are designed to facilitate the sale of industrial assets, including transportation, manufacturing, and material handling equipment to qualified buyers across North America via the online sales platform, geasset.com.

Northcore also announced that it has entered the final phase of a custom application development project with the electronics division of a leading Fortune 500 company. The web-based application will enable the tracking and re-marketing of electronics fabrication equipment.

Schedules Q4 Announcement

Northcore also announced that it is scheduled to release its fourth quarter results on Wednesday, March 19, 2008 following the close of the markets. The company will hold a conference call at 10:00 a.m. (Eastern) on Thursday, March 20 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 web-based solutions and custom applications 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, The Brick 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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