



mirada plc

Holding(s) in Company

The Company was informed on 2nd March 2010, that as from 1st March 2010, Hanover Nominees Limited (for the ultimate beneficial owner who is Lehman Brothers Bankaus AG (in Insolvenz)) holds 2,484,266 ordinary shares in the Company representing 12.51 per cent. of the issued share capital and the total voting rights.

4 March 2010

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Notes to Editors:

mirada creates and manages services which enable consumers to interact with and purchase audiovisual content on television, mobile, online and bespoke devices. mirada's products and solutions are used worldwide to deliver interactive TV, VOD, multi-player gaming, digital marketing and payment services. Its products and services have been deployed by some of the biggest names in digital media and broadcasting including Disney International TV, Sky, ITV and MTV Networks. Headquartered in London, mirada has commercial offices across Europe and Latin America and operates technical centres in the UK and Spain. For more information, please visit www.mirada.tv

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