

24 May 2011

mirada plc

(AIM: MIRA)

(“mirada” or “the Company”)

Contract Win

Further to the announcement made on 13 September 2010, mirada plc, the AIM-quoted leading independent digital TV technology company, is pleased to announce its first project in collaboration with its partner, Ericsson.

The deal is with a leading broadband and telephony operator in South America. mirada will provide its innovative Navi Electronic Programme Guide (EPG), integrated with the award-winning Ericsson IPTV middleware solution. This hybrid solution for Digital Terrestrial Television, Satellite and IPTV will be launched by the operator in the 3rd quarter of 2011.

The deal will be worth to mirada approximately €615,000 over this financial year in addition there will be royalties dependent on the number of subscribers and support and maintenance for the following years.

José Luis Vázquez, Chief Executive Officer, mirada, commented:

“We are delighted to be working with our partners, Ericsson, on this project. This leading broadband and telephony operator is one of the fastest growing telecom providers in South America and the leader in next generation services, offering telephony and broadband services to high-end residential customers and SMEs.

“This will be the first Navi portal deployment with Ericsson’s IAP solution for IPTV and our aim is to increase our reach to worldwide operators through our partnership agreement with Ericsson.

“As part of the original agreement with Ericsson, mirada’s Navi EPG will be included in Ericsson’s IPTV product catalogue and will be offered to its global customer base. Our Navi EPG is intuitive, simple to learn and use, yet highly powerful and therefore ensures that consumers with Ericsson powered IPTV technology will have the best possible user interface.”

--END--

Enquiries:

mirada plc

José Luis Vázquez, CEO

+44 (0) 207 549 5678

Bishopsgate Communications

Duncan McCormick/Deepali Schneider/Natalie Quinn

mirada@bishopsgatecommunications.com

+44 (0) 207 562 3350

Rivington Street Corporate Finance (Joint Broker)

Jon Levinson

+44 (0) 207 562 3351

Seymour Pierce Limited

Mark Percy (Corporate Finance)

David Banks (Corporate Broking)

+44 (0) 207 107 8000

About mirada

mirada creates and manages services which enable consumers to interact with and purchase digital 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, visit www.mirada.tv.