

18 January 2011

mirada plc

(AIM: MIRA)

(“mirada” or “the Company”)

Contract Wins

Contract wins totalling \$1.3 million continue mirada’s expansion into Latin America

mirada plc, the AIM-quoted audiovisual interaction specialist, is pleased to announce two significant contract wins, continuing the Company’s planned expansion into Latin America.

The two contracts will have a significant impact on the Company and will contribute, in aggregate, in excess of \$1.3 million in revenue over the next two years.

The first contract win is with Cablecom, a major cable operator in Mexico. As part of the two year agreement, mirada will provide an Electronic Programme Guide in HD with a pay-per-view functionality which will be deployed on top of Irdeto’s middleware and Coship set top boxes.

mirada is also delighted to announce that it has signed a three year contract with a world-leading operator in Latin America. As part of this contract mirada will provide its remote recording functionality to the operator’s digital TV platform and it is anticipated that the commercial launch will take place in Q1 this year.

mirada’s remote recording solution allows users to control their digital TV settings remotely from a mobile phone or an internet-connected computer wherever and whenever they like. Users can in particular use mirada’s smartphone application to access the list of recordings made on their set-top-box in order to program new ones or to get access to program-based recommendations.

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

“These two new contracts demonstrate our capability to introduce innovative products helping users to interact with their digital TV offering not only through the remote control but all other multimedia interactive devices at their disposal. The past few months have seen an explosion of new interactive devices and as a multi-platform expert, mirada is well placed to take advantage of this growth through its interactive audiovisual offering.

“As previously stated, we wish to continue expanding our activities throughout Latin America, a key growth market for mirada. To date, our work here has been extremely successful in cementing our product offering and we are confident that the region will play a key role in mirada’s future success.”

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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.