

10 December 2010

mirada plc

(AIM: MIRA)

(“mirada” or “the Company”)

### Directorate Change

The Board of mirada plc, the AIM-quoted leading audiovisual content interaction specialist, is pleased to announce that Richard Alden, previously a Non Executive Director of the Company, has been appointed as Non Executive Chairman of the Board with immediate effect.

Richard, aged 47, is an internationally experienced Executive Officer, spending 11 years at Grupo Corporativo ONO SA in Madrid (“ONO”), the largest alternative telecoms (broadband/telephone/TV) operator in Spain. Richard joined ONO in 1998 as Chief Financial Officer before being appointed as Chief Executive Officer in 2000. He has also previously held the position of Chief Financial Officer at both Optel Inc and Videotron Holdings, having begun his career as a Chartered Accountant at Deloitte.

Richard brings with him a demonstrable track record having successfully directed, developed, operated and financed one of the fastest growing private equity backed companies in Europe for over nine years during challenging economic cycles, delivering proven shareholder value.

**Commenting on the appointment, José Luis Vázquez, Chief Executive Officer of mirada said:**

“Richard is a prominent industry figure with a proven track record, a wealth of experience and a number of international contacts that will be invaluable as we progress our international expansion. For these reasons Richard has been appointed as Non Executive Chairman and we believe that he will enhance our ability to maximise shareholder value as we continue to grow the company.”

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#### Enquiries:

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Current Directorships and Proprietorships:

Total Finanzas y gestion de Medios SL

Sofiander SPRL

DMA Partners SL

Far & Near Comercio Internacional e Servicios Lda

FON Wireless Limited

Directorships and Proprietorships in the past five years:

Grupo Corporativo ONO SA

Cableuropa SAU

Factoria de Canales SA

There are no other matters which are required to be announced with regard to this appointment under paragraph (g) of Schedule 2 of the AIM Rules.

**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](http://www.mirada.tv).