

mirada plc

Appointment of Non-Executive Director

mirada plc ("mirada" or "the Company"), the AIM-quoted audiovisual interaction specialist, announces the appointment of Richard Alden as a Non-Executive Director of the Company.

Richard has extensive international experience in developing and financing fast growing telecommunication companies particularly in Europe and North America. From 1998 to 2009 he was the Chief Executive Officer and a founding director of Grupo Corporativo ONO SA, the largest cable television and telecommunications operator in Spain. He joined the company prior to launch in early 1998 and helped oversee the development of the business from inception to a €1.6 billion turnover company with 4,500 staff serving over two million customers.

Richard has worked in the telecommunications, cable and media industry for over 16 years, previously as Chief Financial Officer of subsidiaries of the Videotron Group in the United States and the United Kingdom. At Videotron he was instrumental in the merger into Cable & Wireless Communications and led a successful IPO on Nasdaq.

Richard is currently President of TOA Technologies Europe, a leading software and service company providing mission critical applications to the telecommunication industry. He is a UK Chartered Accountant.

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

"I'm pleased to welcome Richard to the Board and believe that his experience within the telecommunication sector will be invaluable to the company's future success. He has a very strong reputation in the international Digital TV market, and his help will be key to driving the worldwide deployment of our products".

The following information is given in respect of Richard David Aldon, aged 47, as required by Schedule 2 paragraph (g) of the AIM rules.

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.

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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.