



mirada plc

Appointment of Broker

The Board of mirada plc is pleased to announce the appointment of Rivington Street Corporate Finance as Joint Broker to the Company with immediate effect.

1 March 2010

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Chris Howard/Mark Percy	

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