

8 January 2013

mirada plc (“mirada” or “the Company”)

(AIM: MIRA)

Contract Win

mirada plc, the AIM-quoted leading audiovisual content interaction specialist, is pleased to announce another contract win continuing the Company’s planned expansion into Latin America.

The contract, which will contribute in excess of US\$400,000 in revenue during this calendar year, is for the provision of mirada’s remote recording solution. The customer is a multi-national telecommunications operator with an extensive presence throughout Latin America, and this will be the customer’s second territory in the region which will be using mirada’s solution.

As part of the contract mirada will provide its remote recording functionality to one of the operator’s digital TV platforms, including the integration of the content recommendation and search engines. It is anticipated that the commercial launch will take place in the first quarter of 2013. Under the terms of the contract mirada will also provide support and maintenance services to the managed solution hosted in the Cloud for an initial period of 12 months after launch.

mirada’s remote recording solution is part of its iris product and allows users to control their digital TV settings remotely from a smartphone, tablet or an internet-connected computer wherever and whenever they like.

José Luis Vázquez, Chief Executive Officer of mirada commented:

“This new contract shows the confidence that our customer has in mirada arising from the strong performance of our remote recording solution in its first deployment in the region. It also demonstrates that mirada’s products provide added value to the customer through the deployment of innovative multi-screen solutions like iris.

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 our future success.”

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About mirada

mirada creates and manages services for digital TV platforms and broadcasters 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, Video on Demand, digital marketing and payment services. Its products and services have been deployed by some of the biggest names in digital media and broadcasting including Sky, Virgin Media, BBC, ITV, France Telecom and Telefónica. 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.