

17 December 2012

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

**(AIM: MIRA)**

**Contract win**

mirada plc, the AIM-quoted leading audiovisual content interaction specialist, is pleased to announce a new contract with a leading broadband and telephony operator in Latin America which is launching a new digital satellite service in the second half of 2013. The contract is expected to be worth in excess of US\$2.0 million in revenue over the next two years to the Company.

mirada will provide the browser-based Electronic Programme Guide (EPG) for the service, in partnership with leading conditional access and set-top box vendors in the industry.

The contract is structured so that mirada earn set-up fees plus licence fees dependent on the number of subscribers signing up to the service, in addition there will be annual support and maintenance fees once the service is launched.

Jose Luis Vazquez, Chief Executive Officer of mirada commented:

“This significant new agreement helps to demonstrate that mirada’s investment in its product-based strategy is working and the licence fees to be earned once the service is launched will contribute to our future earnings long after the project has been completed. It also re-enforces our presence in the fast growing Latin American market.”

**Enquiries:**

**mirada plc** +44 (0) 207 549 5678  
Jose Luis Vazquez, Chief Executive Officer

**Bishopsgate Communications** +44 (0) 207 562 3350  
Nick Rome/Sam Allen/ Matt Low  
[mirada@bishopsgatecommunications.com](mailto:mirada@bishopsgatecommunications.com)

**Seymour Pierce Limited (Nominated Advisor & Broker)** +44 (0) 207 107 8000  
Mark Percy (Corporate Finance)  
David Banks (Corporate Broking)

**Peterhouse Corporate Finance (Joint Broker)** +44 (0) 207 469 0937  
Jon Levinson

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