



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

(AIM: MIRA)

Appointment of Chief Financial Officer

mirada plc, the AIM-quoted audiovisual interaction specialist, is pleased to announce that it has appointed Gonzalo Babio as Chief Financial Officer with effect from today. Mr Babio’s role will initially be a non-board position with the intention for him to be appointed to the board of the Company in six months time.

Gonzalo Babio Maruri (47) has a degree in Business Administration from the Universidad de Deusto in Bilbao and, an EMBA from IESE Business School in Madrid and a PED from IMD in Lausanne. He replaces outgoing CFO, Raúl Labrada Neira, who is leaving the Company to pursue other interests.

Mr Babio’s professional career includes three years working at Arthur Andersen as an auditor, ten years at Electronic Arts as Finance Director working in Madrid, Lisbon, Sao Paulo, Lyon and London, and ten years as Finance Director for The Walt Disney Company Iberia in Madrid.

José Luis Vázquez, CEO of mirada plc, commented: “We are delighted to welcome Gonzalo to the team. He offers a wealth of experience and will further strengthen our management team. We look forward to working with him.”

“We would also like to put on record our thanks to Raúl for his hard work since joining the Company and wish him every success for the future.”

Save as set out above, there is no further information to be disclosed pursuant to paragraph (g) of Schedule 2 of the AIM Rules.

-END-

Enquiries:

mirada plc Jose Luis Vazquez, Chief Executive Officer	+44 (0) 203 751 0320
Walbrook PR Nick Rome/Sam Allen mirada@walbrookpr.com	+44 (0) 207 933 8783
Arden partners (Nomad and Joint Broker) James Felix (Corporate Finance) Kam Bansil (Corporate Broking)	+44 (0) 207 614 5900

**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.