

21 January 2015

**mirada plc**

**(AIM: MIRA)**

**(“mirada” or “the Company”)**

**Director’s Dealing**

mirada plc, the AIM-quoted audio-visual interaction specialist, has received notice today that José Luis Vázquez, Chief Executive Officer of the Company, acquired 40,000 Ordinary Shares of the capital of the Company at a price of 12.75p per Ordinary Share on 21 January 2015. This represents 0.035 per cent. of the issued share capital of the Company.

José Luis Vázquez’s resultant interest in the Company has increased to 2,163,008 Ordinary Shares, representing 1.90 per cent. of the issued share capital of the Company.

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**Enquiries:**

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