

30 November 2012

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

(AIM: MIRA)

Directorate change

The board of mirada today announces it has accepted the resignations of Carlos Vizcayno and Javier Herrero as Non-Executive Directors from the board of directors of the Company with immediate effect. Javier and Carlos informed the Board that due to changes in their business circumstances they do not feel that they can dedicate sufficient time to their duties as directors.

Jose Luis Vazquez, Chief Executive Officer of mirada commented:

“On behalf of myself and the rest of the board I would like to thank both Carlos and Javier for all their support and valued contribution to the board over the last three years and to wish them well for the future.”

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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.