

7 April 2011

mirada plc

(AIM: MIRA)

("mirada" or "the Company")

### Contract Win

mirada plc, the AIM-quoted audiovisual interaction specialist, is delighted to have won a strategic project after a competitive four-way pitch, worth circa €800,000 over a period of nine months, from a leading satellite operator in Europe. The contract win continues the Company's expansion in continental Europe.

mirada will be assisting the satellite operator to develop a bouquet of 10 interactive applications. mirada will complete the project in two phases over the nine month period.

mirada was selected as a result of the Company's expertise in the conceptualisation, design and implementation of audiovisual interaction interfaces.

**José Luis Vázquez, Chief Executive Officer, mirada, commented:**

*"We are delighted to have been selected for this project which once again demonstrates our capability to provide the best solutions for the complex IT infrastructure issues faced by large, multi-national companies today.*

*"To become a major technical partner of such a well-known, leading satellite operator further consolidates mirada's position, both regionally - as we expand our presence in European territories - and globally, as Mirada further cements its reputation as a class leader in User Experience design within interactive environments.*

*"We are also well-placed to benefit further from similar projects, working in partnership with the operator's sister companies which require similar solutions".*

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**About mirada**

mirada creates and manages services 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, VOD, multi-player gaming, digital marketing and payment services. Its products and services have been deployed by some of the biggest names in digital media and broadcasting including Disney International TV, Sky, ITV and MTV Networks. 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).