



mirada plc

Directorate Change

Resignation and appointment of directors

The board of mirada today announces that it has accepted the resignations of Michael Sinclair as Chairman and Richard Blake as Non-Executive Director from the board of directors of the Company. Michael Sinclair will continue to provide part-time consultancy services to the Company, with particular emphasis on the development of commercial opportunities in innovative media technologies.

The board also announces the appointment of Francis Coles as a Non-Executive Director of the Company. Francis Coles has nearly 30 years experience in corporate finance. He was a founder director of corporate finance advisory boutique New Boathouse Capital and latterly served as a director of AIM listed merchant bank Quayle Munro following its acquisition of New Boathouse Capital in 2007. Prior to that Francis was a director of Baring Brothers and subsequently Santander Investment where his responsibilities included debt and equity fundraisings and merger and acquisition activities in the European and Latin American Markets.

José Luis Vázquez, Chief Executive Officer of mirada, commented:
"I would like to thank both Michael and Richard for all their support and valued contribution to the board over the years. We wish Richard well for the future and hope that mirada's ongoing relationship with Michael will assist the Company's continued expansion into new markets.

I am delighted to welcome Francis to the board. He brings a wealth of corporate finance experience particularly in our target growth markets of continental Europe and Latin America."

The following information is given in respect of Richard Francis Townsend Coles, aged 52, as required by Schedule 2 paragraph (g) of the AIM rules.

Current Directorships:

Feet First (Europe) Ltd

Previous Directorships:

New Boathouse Capital Limited

Quayle Munro Holdings Limited

Stancomb Asset Management Limited

There are no other matters which are required to be announced with regard to this appointment under paragraph (g) of Schedule 2 of the AIM Rules.

4 February 2010

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Notes to Editors:

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, please visit www.mirada.tv

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