



MirificeTM
Broadcast Technologies

Press Release Keith Monserrat

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Monserrat to help Mirifice move on up

Mirifice Ltd, the developer of MiriMON, the system for real-time monitoring of live Digital TV networks, announces the appointment of former Virgin Media Group Managing Director, Keith Monserrat, as non-executive Director

18 April 2008 - Mirifice Ltd has appointed Keith Monserrat as its latest non-executive Director. This move comes as the UK based digital TV services and products company is experiencing rapid growth and is entering international markets.

Monserrat has had a wide-ranging career in both telecommunications and new media. His latest role was with Virgin Media as Group Managing Director for Strategy, Communications and Policy. Other senior executive roles include such companies as Thus PLC, Sigma Technology and Kingston Communications.

Paul Tinkler, Chief Executive of Mirifice, one of the founding Directors of the company, said about the appointment, "I am very excited. Virgin Media are already a key customer of ours, and the experience and expertise that Keith brings with him can only improve our relationship with Virgin. The technical and strategic perspective that Keith will offer us as we enter international markets will also be invaluable."

Monserrat has contributed to creating the regulatory and public policy framework that oversees the deployment of converged communication (NGN and Broadcast) and media services across the UK and Europe. He has also played a leading role in managing Telcos through a period that saw significant industry growth and change.

Speaking of his appointment, Monserrat says, "I am confident that my experience in focusing on the delivery of good and reliable customer service in the telco and new media world will enable me to add another dimension to

the growth of Mirifice. MiriMON can help both the marketing and customer service functions to deliver reliable service and enhance brand loyalty. The global perspective that I can offer, as well as the strategic guidance comes at a key time for Mirifice. My work with regulatory and policy bodies also provides me with an in-depth view of an additional aspect as the marketplace matures.”

For additional information on Mirifice, please contact info@mirifice.com:

Mirifice Ltd are headquartered in Bath, UK. Formed in 2004, they provide key software development, project management and consultancy staff to the broadcast industry. The company product range includes the award-winning MiriMON system for real-time monitoring of live Digital TV network deployments.

Customers include BSkyB, Virgin Media, Top-Up TV, Comstar Direct, Pace MicroTechnology, Gateway Broadcast Services, Tandberg and Thomson.

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