



MirificeTM
Broadcast Technologies

Press Release Keith Monserrat

10 July 2008

Monserrat moves to the top at Mirifice

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

10 July 2008 - Keith Monserrat has been appointed by Mirifice Ltd as CEO. Originally joining as a non-executive Director in March, this move comes as the UK based digital TV services and products company has reorganized and expanded with the acquisition of new clients and rapid growth.

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, one of the founding Directors of the company, said about the appointment, "I am very pleased. The experience that Keith brings with him is second to none, and with Virgin Media already being a key customer of ours we can only improve our relationship with them. In addition, 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, "After being in the company for a short period I am delighted to take on the role of CEO. I am excited about the opportunities that are ahead of us, and I am confident that my experience

in the telco and new media world will enable me to add to the success and growth of Mirifice. The last few months have been invaluable in reviewing the marketplace and building a relationship with the team. We are now in a perfect position to take Mirifice forward to the next step.”

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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