



Myriad Group Announces Addition to its Executive Team

DUEBENDORF-ZURICH, Switzerland – 28 May 2010 – Myriad Group AG (SIX: MYRN) today announced an addition to its Executive Team. James Robins will join the company on 1 June 2010 as Senior Vice President of Marketing, reporting into Simon Wilkinson, CEO of Myriad Group AG. Mr. Robins will assume global responsibility for all Myriad Group’s marketing functions.

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About Myriad

Myriad Group AG is a global leader in mobile technology and has shipped over 3.2 billion software applications in more than 2 billion mobile phones. Its comprehensive portfolio includes browsers, messaging, Java, social networking, user interfaces and middleware for all types of mobile phones, from ultra-low cost handsets to advanced smartphones.

The company provides both individual components and complete solutions, which enable handset manufacturers and operators to deliver amazing experiences on mobile phones. Myriad also develops USSD-based customer self-care platforms that deliver over 10 billion messages a year to 220 million mobile users across more than 30 mobile operators worldwide.

Myriad was created from the combination of industry-leading companies, Esmertec and Purple Labs. It operates worldwide, with offices in Switzerland, France, UK, USA, Mexico, China, South Korea, Taiwan, Japan and Australia. Headquartered in Dübendorf-Zürich Switzerland, Myriad is listed on the SIX Swiss Exchange (SIX Symbol: MYRN).

For more information, visit www.myriadgroup.com.

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