



14 September 2015

Arria NLG plc
("Arria NLG" or the "Company")

Board Appointment

Arria NLG plc (AIM:NLG), a leader in the development and deployment of Natural Language Generation ("NLG") technologies, is pleased to announce that Ms. Sharon Daniels has been appointed to the Board of Arria NLG as a Non-Executive Director. Ms. Daniels was a co-founder and an initial Board member of Arria NLG who left the Board a year ago to complete a major project for another company.

Ms. Daniels brings more than 20 years of global experience in branding, IT and strategic business development to the Board as Arria NLG prepares for the anticipated growth, as it expands as a Software-as-a-Service (SaaS) provider of NLG solutions. She will also bring to the Board her experience of guiding a foreign-based company in the New Zealand capital markets as the Company prepares for a listing there.

Ms. Daniels was a founder and Board member of Diligent Corporation, a successful US-based SaaS company that listed on the New Zealand Stock Exchange in 2007 (NZX:DIL) and is now a component of the S&P/NZX 50 Index.

Sharon Daniels is based in New Jersey, USA.

Sharon Daniels commented: "I am delighted to be rejoining the Arria NLG board at this exciting stage of the Company's growth and development. The value of commercialising NLG technology has been demonstrated by Arria NLG across multiple industry sectors. I look forward to contributing to the success of the next stage of the Company's development and to the future of bringing NLG to broader commercial use. It is an honour to be working once again with the Arria NLG board and its outstanding team."

Stuart Rogers, Chairman and Chief Executive of Arria NLG, stated: "Arria NLG welcomes Sharon back to the Board of Directors to contribute her unique insights and experience, particularly as we enter this next phase of our development. Arria NLG will be building and delivering global SaaS programs facilitating the delivery of our NLG solutions to global audiences."

Pursuant to the AIM Rules for Companies, the following information falls to be disclosed:

Sharon Kay Daniels (nee Eben), aged 53, is or has been a director or partner of the following companies/partnerships in the past five years:

Current directorships/partnerships

- Strategic Brand Consulting, LLC
- Orbba, LLC

Past directorships/partnerships

- Arria NLG plc
- Generation Pharmacy Group, LLC

Ms. Daniels currently has an interest in 3,683,681 ordinary shares in the Company, equivalent to 3.55% of Arria's total issued share capital. The services of Ms. Daniels as Non-Executive Director will be provided via a consultancy contract with Strategic Brand Consulting, LLC.

For further information, please visit www.arria.com or contact:

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Notes to Editors:

Arria NLG's core product is known as the Arria NLG Engine, a form of artificial intelligence software, specialised in extracting information from complex data sources and communicating that information in natural language (i.e. as if written by a human). The scientific foundation for the Arria NLG Engine is based on more than 30 years of research and development by the Data2Text Founders at the University of Aberdeen.