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**Arria NLG plc
("Arria", the "Company" or the "Group")**

John Bell strengthens growing Sales Force

Arria NLG plc, a leader in the development and deployment of Natural Language Generation ("NLG") technologies, is pleased to announce that John Bell has joined Arria's sales team as Senior Vice President – Business Development, based in Arria's London Office. His primary focus is growing sales of Arria's NLG software solutions in the oil and gas industry.

John has more than 15 years' experience working in selling oil and gas infrastructure software solutions, with companies including Oracle, Inovageo, EMC, Aspen Technology and SAP Portals UK. Whilst at EMC, he spent four years managing the EMEA operation & achieving triple figure growth over the period. With Oracle, he spent five years in Dubai as Middle East Regional Director. John's degree was in Economics from Oxford University, and he currently lives in the UK.

Stuart Rogers, Arria's Chairman and Chief Executive, said: "We are pleased to have someone with John's talent, background and experience within the oil and gas sector joining our sales team. John is a highly capable sales leader with deep connections and a long history of selling innovative software solutions into global companies. He will help accelerate sales growth within the vast opportunities the oil and gas sector presents, adding to the success that Arria has had in this important industry vertical."

John Bell said: "I am excited to be joining the experienced sales team at Arria. The Arria NLG Engine is cutting-edge technology, and this is a tremendous opportunity to use all of my skills and experience promoting this important technology. I saw immediate potential and numerous applications that Arria's solutions could bring to the oil and gas industry, and I cannot wait to show potential customers how the Arria Engine will help solve the myriad of mission-critical business challenges they face with their big data analytical needs."

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

Arria NLG plc Stuart Rogers, Chairman and Chief Executive	Tel +44 (0) 20 7100 4540
Allenby Capital, Nominated Adviser and Broker Jeremy Porter Nick Naylor James Reeve	Tel: +44 (0) 20 3328 5656

ARRIA

NATURAL LANGUAGE GENERATION

Westhouse Securities, Joint Broker Antonio Bossi Robert Finlay	Tel: +44 (0) 20 7601 6100
Walbrook, Financial PR and IR Bob Huxford Guy McDougall	Tel: 44 (0) 20 7933 8792 arria@walbrookpr.com