

13 October 2014

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

Arria Signs New Contract with FarmLink, Inc.

Arria NLG plc (AIM: NLG), a leader in the development and deployment of Natural Language Generation ("NLG") technologies, announces a new framework development agreement with FarmLink, LLC.

The Agreement provides for a new application to use NLG technology for narrative summaries on FarmLink's TrueHarvest data. These narrative reports will help FarmLink's farmer clients and their agronomic advisors identify, analyse and optimise field potential. TrueHarvest is the first and only yield benchmarking service that accurately shows farmers the full range of performance potential for their fields and management zones to help them measure the effectiveness of inputs and other prescriptive farming practices, as well as to make resource allocation decisions. When farmers compare their yield information to the benchmark, a gap map is created that shows the full range of potential performance improvement. Arria's reporting application will take the information used to build the gap map and deliver agronomic insights in natural language reporting.

FarmLink will pay Arria for application scoping, implementation and deployment. The fees for annual licensing and other business terms have yet to be finalized.

A Kansas City, Mo.-based company, FarmLink offers an innovative and unique set of services to help farmers improve productivity and profitability. FarmLink's data science, agronomy and benchmarking experts have developed an innovative pipeline of services, including the TrueHarvest yield benchmarking service, to cost effectively support grower profitability and productivity. Through its TrueHarvest yield benchmarking service, FarmLink partners with farmers and their advisors to provide precise, detailed and actionable comparisons that inform resource decisions, and help increase productivity and profit. FarmLink data scientists use more than 800 million micro-fields, or 150-square-foot areas, made up of many variables across weather, soil, topography and more. This establishes a data set of more than 600 billion data elements from millions of acres, which is used to the benchmark the performance range for every corn, soybean and wheat field in the United States.

Stuart Rogers, Chairman and Chief Executive of Arria NLG plc, commented: "Arria is excited to be working with FarmLink to develop new ways using Natural Language Generation narratives to create greater value and potential for economic benefits for their clients. This agreement leverages the strengths of FarmLink's unparalleled data and agricultural analytical expertise with Arria's NLG Engine and core technologies to generate new value to large, complex datasets through NLG narrative reporting."

Scott Robinson, President of FarmLink, stated: "Data has the power to change farming as we know it, but we must be able to make that data work for individual farmers in actionable ways. At FarmLink, we're doing just that by bringing benchmarking capabilities to farmers for the first time. Natural Language Generation allows FarmLink to scale its business of providing actionable insights to every corn, wheat or soybean farmer in America."

The Arria NLG Engine:

The Arria NLG Engine is the software at the frontier of Artificial Intelligence, Data Analytics and Computational Linguistics. Key features of the Arria NLG Engine include:

- allowing Arria clients to capture, in software, the human expertise used in both analysing data and in communicating the information that data contains;
- making it possible to automatically write reports that are indistinguishable from those that a human expert would write to convey actionable conclusions; and
- because the knowledge is embodied in software, the Arria NLG Engine produces results in seconds rather than hours and can be replicated, scaled up, and made available globally, 24 hours a day, 7 days a week and 365 days a year.

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 Joint Broker Nick Naylor Jeremy Porter James Reeve	Tel: +44 (0)20 3328 5656
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