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

Arria NLG to support the UK Met Office's search engine optimisation strategy

Arria NLG (AIM: NLG), a leader in the development and deployment of Natural Language Generation ("NLG") technologies, announces a new agreement to extend the existing licence with the UK Met Office for a further year (the "Agreement"). The UK Met Office is a world-leading weather and climate service, which works closely with governments, individuals and organisations to share expert scientific knowledge and advice.

Arria NLG has been working closely with the UK Met Office since 2009 to utilise the power of Arria NLG's technologies to write on-demand weather forecasts for use by the public. After a successful collaboration that involved offering Arria NLG's site-specific NLG forecasts on the invent section of the UK Met Office website, Arria NLG and the UK Met Office have agreed to an extension of the existing licensing agreement for this service for a further year. In particular, the Agreement provides a new professional services contract to integrate site-specific NLG forecasts into the UK Met Office's new web page format. The new project will involve exploring the utilisation of the existing site-specific NLG software as part of the UK Met Office's optimised web content, and measuring the impact of NLG content on the UK Met Office's search engine optimisation strategy.

It is envisaged that the Agreement will enhance the UK Met Office's existing content marketing strategy and lead to further exploitation of NLG technology within the UK Met Office's product portfolio. The extension is set to deepen the long established relationship between the two organisations.

Simon Swan, head of digital marketing at the UK Met Office says: "The data and services we provide help our partners and customers to operate efficiently according to the weather, and that helps to protect lives and increase prosperity. Working with Arria NLG will provide us with an opportunity to enhance our content deployed through digital channels using new technologies to help us drive our reach to a wider audience"

Stuart Rogers, Chairman and Chief Executive of Arria NLG, commented: "We are very pleased that the UK Met Office is seeing great value in our technology and have agreed to continue developing this valuable public service powered by Arria NLG. As our relationship with the UK Met Office heads into its 7th year, we look forward to further supporting the efforts of their search engine optimisation as part of a broader content marketing strategy. The Arria NLG Engine can be very effective in automating analysis and generating content for marketing."

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

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