

Unlimited Realities Appoints CEO

WELLINGTON, NEW ZEALAND - 16 January 2012 - Unlimited Realities today announced Matan Gan-El's appointment as the company's new Chief Executive Officer, a key step in realising the ambitions of the company to continue to grow its international business.

Announcing the appointment Sam Knowles, Chairman of the Board of Directors at Unlimited Realities, commented "We are very excited about Matan joining the company and the considerable additional leadership skills and experience he brings to the executive team. This year will be another year of accelerated pace for our business and this appointment is a key step in achieving our strategic goals for the year."

Prior to joining Unlimited Realities Matan had most recently worked as a management consultant in the software industry. Prior to that Matan worked as the Chief Operating Officer and in senior management roles for global software developer, FNZ. Before the software industry Matan had a career in the Israeli Navy as an officer including both operational commands and training roles. Matan holds a Bachelor of Information Science majoring in Computer Science and Economics from Massey University (Auckland)."

ABOUT UNLIMITED REALITIES

Founded in 1996, Unlimited Realities Ltd. has a proven track record of software innovation, product development and commercialization. Building on more than a decade of experience in web, multi-media and user interaction the company expanded into international markets with its launch of Fingertapps in 2008. Fingertapps was the first commercially available multi-touch software on the market. Successful implementations in retail, outdoor advertising and information display led to entry into the consumer device market with the growing need for software that enabled rich, multi-touch interactions on the new generation of touch hardware. Best known for this innovative multi-touch software Unlimited Realities now works across a range of technologies and platforms with a core focus on best-in-class user experiences. For more information visit www.unlimitedrealities.com.