

Vizrt Promotes Bernt Kare Johannessen to Chief Development Officer

Bergen, Norway, January 12, 2012, Vizrt Ltd. (Oslo Main List: VIZ)

Vizrt Ltd., a leading provider of content production tools for the digital media industry, announced today that the Company has promoted Bernt Kare Johannessen to Chief Development Officer.

This newly created position is effective immediately and will complete the Corporate Management team for Vizrt.

In this new position, Bernt will be in charge of developing and leading the Company's business strategy process and oversee its appropriate implementation throughout the company in close cooperation with all areas and business lines responsible heads. He will further take a leading role in future M&A activities and integration of acquired companies.

Bernt brings a wealth of technical and managerial experience to this new role: he joined Vizrt in August 2003 as Customer Support Engineer after graduating Master of Computer Science of the Norwegian University of Science and Technology. During the years 2005 to 2009, Bernt joined the Vizrt U.S. office in New York, as Vice President Customer Relations, before being promoted Senior Vice President U.S. Operations. In August 2009, the Company called upon Bernt to take on the position of Head of R&D in Bergen, Norway. Very recently, Bernt has returned from the Haas School of Business, University of California Berkeley, as part of his ongoing Master of Technology Management.

Martin Burkhalter, CEO of Vizrt: "I am very happy that the best candidate for this important position was an internal candidate. Bernt has the necessary knowledge and experience to help the further development of Vizrt's growth and profitability targets. In addition to his broad knowledge of our technologies he knows the media industry very well and therefore he will be a great asset in our efforts to continue to win market shares."

About Vizrt:

Vizrt provides real-time 3D graphics and asset management tools for the broadcast industry – from award-winning animations & maps to online publishing tools. Vizrt's products are used by the world's leading broadcasters and publishing houses,

including: CNN, CBS, Fox, the BBC, BSKyB, ITN, ZDF, Star TV, Network 18, TV Today, CCTV, NHK, The Globe and Mail, Times Online, The Telegraph, and Welt Online. Furthermore, many world-class production houses and corporate institutions such as the Stock Exchanges in New York and London use Vizrt systems.

Vizrt is a public company traded on the Oslo Main List: VIZ, ISIN: IL0010838154.

Investors and media contacts:

Martin Burkhalter

President & CEO

+41 22 365 75 01

mbu@vizrt.com

Ofra Brown

CFO

+47 5351 8040

ofra@vizrt.com

SCHWARZ Financial Communication

Frank Schwarz

+49 611 1745 398 11

schwarz@schwarzfinancial.com