

Press release

**THE BOARD OF DIRECTORS OF THE KUDELSKI GROUP WILL PROPOSE THE
ELECTION OF MR ALEC ROSS AS A NEW MEMBER OF THE BOARD**

Cheseaux, Switzerland –March 6, 2014 - The Kudelski Group (SIX: KUD.S), a leading provider of media content protection and value-added service technology, announced today that Mr. **Alec Ross** has been nominated to stand for election to its Board of Directors at the Annual General Meeting of Shareholders scheduled to be held on April 8, 2014.

Mr. Ross is a leading expert on innovation and technology and represents an important step towards the further internationalization of the Board of Directors. He is currently a Senior Fellow at Columbia University's School of International and Public Affairs and is writing a book about the industries and businesses of the future. Mr. Ross recently served as Senior Advisor for Innovation under U.S. Secretary of State Hillary Clinton. In this role, he acted as the diplomatic lead for the United States on a variety of technology issues, including cybersecurity, Internet Freedom, disaster response and the use of network technologies in conflict zones.

Mr. Ross also served as the Convener for the Technology, Media & Telecommunications Policy Committee on Barack Obama's 2008 presidential campaign and served on the Obama-Biden Presidential Transition Team. Mr. Ross has served as a guest lecturer at several well-known institutions, including the United Nations, Oxford University, Harvard Law School, Stanford Business School and a number of parliamentary bodies. He began his career as a sixth grade teacher through Teach for America in inner-city Baltimore where he lives with his wife and their three children.

Upon his election, Mr. Ross will replace Dr. Norbert Bucher who previously announced that he would not stand for re-election. The Board of Directors would like to thank Dr. Norbert Bucher for his valuable contributions since 1992.

About the Kudelski Group

The Kudelski Group (SIX: KUD.S) is a world leader in digital security and convergent media solutions for the delivery of digital and interactive content. Its technologies are used in a wide range of services and applications requiring access control and rights management to secure the revenue of content owners and service providers for digital television and interactive applications across broadcast, broadband and mobile delivery networks. The Kudelski Group is also a world technology leader in the area of access control and management of people or vehicles to sites and events. The Kudelski Group is headquartered in Cheseaux-sur-Lausanne, Switzerland. For more information, please visit www.nagra.com

Contact:

Santino Rumasuglia
Kudelski Group
Head of Investor Relations
+41 21 732 01 24
santino.rumasuglia@nagra.com