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<b>Company</b>	<a href="#">Crimson Tide PLC</a>
<b>TIDM</b>	TIDE
<b>Headline</b>	Distribution Agreement with Avenir Telecom
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### **Crimson Tide Plc ("Crimson Tide" or the "Company")**

#### **SIGNIFICANT INDUSTRY PARTNERSHIP BETWEEN AVENIR TELECOM AND CRIMSON TIDE**

Crimson Tide is pleased to announce a significant new partnership with Avenir Telecom, the UK's leading B2B telecoms distributor.

Under the partnership agreement, Avenir Telecom will distribute Crimson Tide's range of mpro mobile data solutions, through its base of mobile dealers. Avenir Telecom provides connections to the O2, Orange and 3 Networks and has just been announced as O2's first Strategic Partner.

Barrie Whipp, Executive Chairman of Crimson Tide commented "Our partnership with Avenir not only expands our distribution capabilities significantly, it adds the prestige of dealing via one of the industry's most respected organisations. I am sure our partnership will be of significant benefit to Crimson Tide, Avenir Telecom and their partner base."

Andy Tow, Managing Director of Avenir Telecom commented "Crimson Tide has the unique ability to provide tailored mobile solutions for whatever needs a business may have, be it a CRM tool, a field based service or a distinct database. We are very pleased to be able to offer this innovative product to our dealers."

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### **About Crimson Tide**

Crimson Tide is a provider of subscription-based mobile data solutions. The company, which was formed in 1996, supplies mobile data solutions on a range of handheld computers and smartphones. The company's range of mpro solutions, cover vertical markets such as facilities management, healthcare and asset management.

The company works in partnership with Microsoft, where it is a Gold Certified Partner, Sage, Palm, and Good Technology in order to be able to offer a complete end to end solution.

Crimson Tide is an AIM listed company on the London Stock Exchange, having listed in the summer of 2006.

More information about Crimson Tide is available at

<http://www.crimsontide.co.uk>

### **About Avenir Telecom**

Avenir Telecom has been one of Europe's biggest distributors of telephony products and services for the past twenty years. In the UK, Avenir focuses on the distribution of airtime, accessories and IT/telecoms convergence solutions in the B2B space. It works with the leading B2B network operators including O2, Orange and 3. Avenir employs over 3,000 people across six countries: Bulgaria, France, Portugal, Romania, Spain and the United Kingdom. It is listed on the NYSE Euronext - Compartment B (Euronext Paris). Its shares form part of the CAC All shares, CAC Mid & Small 190, CAC Small 90, IT CAC, Next150 and SBF 250 indices. ISIN: FR0000066052. Reuters: AVOM.LN. Bloomberg: AVT:FP. More info: [www.avenir-telecom.co.uk](http://www.avenir-telecom.co.uk).

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