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TIDM TIDE
Headline Acquisition of Trade
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Crimson Tide plc **(the "Company")**

Acquisition of part of the trade of CGA Enterprise **Solutions Limited**

Crimson Tide plc is pleased to announce that it has acquired the Sage Saleslogix trade of CGA Enterprise Solutions Limited ("CGA"), based in Cambridge.

The acquisition sees CGA's base of Saleslogix customers transfer to Crimson Tide with immediate effect. Crimson Tide will immediately support these customers' Saleslogix installations as well as providing them with consultancy services.

The consideration amount is confidential but the transaction value, payable over a 36 month term is less than £100,000 and is dependent on certain levels of support renewals and consultancy business being achieved.

As well as increasing the Company's Sage Saleslogix customer support base, the acquisition gives Crimson Tide opportunities to market its wider portfolio of services to these customers.

The acquisition does not include the transfer of any of the assets or employees of CGA.

Barrie Whipp, Crimson Tide's Executive Chairman commented "We are pleased to have secured this extra business which adds to our Saleslogix customer base. We are successfully combining our mobile data solutions with our traditional CRM business and both have significant benefits for our customers."

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Notes to Editors:

About Crimson Tide

Crimson Tide is a provider of subscription-based mobile data solutions. The company, formed in 1996 has underlying competency in sales, service and customer relationship software which it has evolved into solutions available on a range of handheld computers and smartphones.

The company works in partnership with Microsoft, where it is

Gold Certified Partner, Sage, Sage, Palm, and Good Technology as well as Yes Telecom, a Vodafone company, 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>

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