

11 April 2013

**Crimson Tide plc**  
**("Crimson Tide" or "the Company")**

**CRIMSON TIDE SECURES SIGNIFICANT CONTRACTS  
WITH ASSOCIATED NEWSPAPERS FOR METRO**

Crimson Tide, the leading supplier of mobile business applications has agreed five year contracts with Associated Newspapers to extend nationwide its mpro service for Metro, one of the world's largest free newspapers and Britain's third most widely read national newspaper. The new regional contracts will add a further 155 subscribers as they are implemented in the coming months.

In addition, a new five year contract has been signed between the parties to upgrade the mpro system currently used throughout London and South East England to record Metro deliveries and audit rack quality. Crimson Tide's new mpro5 architecture will be employed this month on 144 new devices, mostly Motorola MC67s.

Together, these five year contracts, in total for 299 subscribers, are expected to generate revenues in excess of £1m and they significantly add to Crimson Tide's book of contracted income.

The mpro system allows a smartphone user to record the deliveries of Metro, including before and after photographs of the completed Metro racks. The relevant reporting is used to certify deliveries to ABC (Audit Bureau of Circulations), the industry body for media measurement. The rack quality auditing system records the cleanliness of Metro racks and reports the state of a rack based on answers to questions supplied by London Underground and Train Operating Companies, supported by a photo taken to confirm the current condition. Each Metro rack is barcode tagged and the information synchronised to Crimson Tide's mpro database, hosted on Microsoft's Windows Azure platform in the cloud.

Crimson Tide's Executive Chairman, Barrie Whipp, commented:

"This cornerstone contract with Associated Newspapers is one of several in the pipeline and the result of the true partnership we have developed with one of the most prestigious names in

media. We are delighted that mpro5 is being adopted nationwide to give us the opportunity to continue this relationship for a further five year period”.

John Leitch, Operations Director, Metro UK, said:

“Metro is delighted that our partnership with Crimson Tide is being extended in 2013 to all our regional editions. We have driven significant operational benefits in London through our partnership with Crimson Tide and we’re confident of seeing those benefits repeated across all our operations”.

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**For further information:**

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