

11 October 2011

Crimson Tide PLC
("Crimson Tide" or "the Company")

CRIMSON TIDE ADDS RACK CLEANING APPLICATION FOR ASSOCIATED NEWSPAPERS' METRO

Mobile business application supplier Crimson Tide has added to its contract with Associated Newspapers to provide a rack cleanliness recording system for Metro, the world's largest free newspaper and Britain's third most widely read national newspaper. The Company's mpro system will allow Metro to ensure the auditing of cleanliness of Metro racks around London and south-east England. The contract is to add new software to the 115 Motorola MC55 smartphones already under contract for the Metro delivery system and runs for three years with a three year extension option.

The mpro system allows a smartphone user to record the cleanliness of Metro racks and report back on the condition of a rack based on questions and answers supplied by London Underground and Train Operating Companies. Each Metro rack is barcode tagged and the information synchronised to Crimson Tide's mpro database hosted in the cloud. Each rack can have a photo taken to demonstrate the current state of the rack.

The current system has been fully live since February, and the new system will go live during October, along with an upgrade to the existing delivery system

Says Crimson Tide's Chairman Barrie Whipp: 'This contract displays the flexibility of our mpro gemini system, allowing Associated Newspapers to run multiple applications on the same device. It also validates the collaborative approach we have with Associated Newspapers, one of the most prestigious names in media'

John Leitch, Executive Director, Metro, said:

"We're delighted that this enhancement to the software has been launched. It's another example of how Metro is using technology to manage our operations and enhance our service to readers and clients.

"We look forward to working with Crimson Tide further to continue to advance the effectiveness of our delivery and distribution."

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