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

ADVANCED HAEMOPHILIC HOME TREATMENT SYSTEM HITS THE 100 USER MARK

Crimson Tide to exhibit at The World Federation of Haemophilia Congress

An advanced Smartphone system, developed by Crimson Tide, that enables Europe's first bar code smartphone safety system for patients with haemophilia to be employed at a patient's home, has now reached the one hundred user mark. The Company will present its mpro system at The World Federation of Haemophilia Congress to be held in Paris from July 8 – 12.

Says Crimson Tide's Executive Chairman Barrie Whipp: "With an estimated 6,000 haemophilia patients solely in the UK, there is obviously great potential for our system – both in this country and worldwide. Although developed to ensure safety for home treatment haemophilia patients, it is attracting considerable interest in other market places both within haemophilia and for other chronic disease groups that require medication at home."

The requirement for such a system stems from a global-scale medical catastrophe in the 1980s where blood products, used by haemophiliacs, became contaminated with HIV and Hepatitis C. The National Centre for Hereditary Coagulation Disorders (NCHCD) therefore wanted to implement a system that would remove the possibility of a similar disaster arising in the future.

The mpro system, designed by Crimson Tide for NCHCD, enables patients, self-administering at home, to check whether their medication is safe to use. Each patient is issued with a Smartphone that has the mpro application installed on to it. By scanning their vial of medication, labelled with a unique barcode, the mpro application checks that the medication matches the patient's prescription as well as whether it is in date. The application further prompts the user to enter the reason for the administration and other details that add to the patient's medical history.

Once information has been entered on the device, the Smartphone automatically communicates with a secure database, where the data is stored and is made readily accessible for healthcare professionals in real-time. If any patient records a clinically significant bleed, the clinician is alerted immediately via an email or text.

The system can also check to see whether the prescription is on a recall list and patients are given access to a secure web portal where they can view and print their own treatment history. Additionally, in the event of little or no mobile signal coverage, all data is saved securely to the patient's Smartphone until coverage is restored, where it is subsequently pushed back out to the NCHCD database and stored.

"We're delighted to have reached this milestone. The mpro Smartphone application has advanced significantly since it was implemented a couple of years ago and it has provided patients with a number of safety features that ensures that maximum levels of safety and accuracy on medication track and trace are always met," says Feargal Mc Groarty, NCHCD Project Manager.

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