

**1 May 2012**

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

**SMARTPHONE APP TO RECORD SERVICING OF ILLY COFFEE MACHINES AT 4,000 LOCATIONS IN UK**

**Crimson Tide signs three year contract with Euro Food Brands – the UK's sole distributor of illy coffee**

Crimson Tide is pleased to announce that it has signed a three year contract to provide its mpro Smartphone App for an initial 25 users with Euro Food Brands - the UK's appointed sole distributor of illy coffee. As such, Euro Food Brands is responsible for the maintenance of illy coffee machines at approximately 4,000 locations around the UK and using the mpro Smartphone App will ensure that this service is carried out as diligently and effectively as possible.

The mpro Smartphone App is therefore being employed by Euro Food Brands' sales and service team to perform regular audits on each of these coffee machines – ultimately enhancing the illy brand for the customer and the overall experience for the consumer.

The level of cleanliness of each machine-part, the temperature of the water and the grind of the coffee are but a few of the checks that the App instructs the user to carry out. Once collected on the Smartphone, all data automatically synchronises back to a web server, hosted in the cloud by Crimson Tide, where it is stored. From the hosted website, reports are automatically generated and emailed to relevant staff – thus allowing Euro Food Brands to monitor the standard of each coffee machine and to act immediately if necessary.

"We have been incredibly impressed by Euro Food Brands' passion in building and supporting the illy brand. Our mpro Smartphone App helps our clients improve their service to their customers and we're delighted to welcome a client of Euro Food Brands' standing to our growing list of mpro customers. We're also pleased to be supporting the maintenance of the quality of illy coffee in around 4,000 locations," says Crimson Tide's Executive Chairman, Barrie Whipp.

"Our collaboration with Crimson Tide has been a huge leap forward in the way that we are able to monitor and maintain the standard of our coffee machines, which are used to serve illy coffee. Through the mobilisation of our paper forms into one of Crimson Tide's mpro Apps, our staff have considerably more time for site-visits and the generation of automatic reports means that staff are able to act immediately to a situation if necessary. We are dedicated to providing continual service improvement to our customers and we are passionate that illy coffee is served at a consistently high standard to the consumer. mpro will certainly enable us to reach this goal," says Euro Food Brands' Finance Director, Phil Gotch.

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