

PRESS RELEASE

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CRIMSON TIDE WINS CONTRACT TO DEVELOP SMARTPHONE APP FOR PEOPLE WITH AUTISM

The app is being developed to help people with autism communicate and interact.

Crimson Tide, the leading developer of business smartphone and tablet applications has won a contract with Hampshire Autistic Society, a leading regional provider of specialist autism services, to develop a smartphone application to help people with autism.

The application, which is to be part funded by Crimson Tide and Premier Telecom (one of Crimson Tide's top business partners), is being developed to help people with autism communicate and interact positively with those around them.

The Hampshire Autistic Society expects over 250 individuals to opt for the application initially, with many more to follow.

The app builds on the success of the Autism Alert Card, a joint initiative from the Hampshire Autistic Society and Hampshire Police launched in 2008. The identity card gives people with autism a simple and effective way to alert other people to their condition if faced with a stressful incident or situation involving the police or emergency services. The reverse of the card holds the details of two emergency contacts and the individual's name.

The mpro smartphone application will provide people with autism in the Hampshire area with an alternative to the card. Enhanced functionality will also be available including individual strategies to help the person remain calm if they experience anxiety, a document store and optional status forms.

This document store, an integral feature of every mpro application that enables smartphone users to hold and access documents on their smartphone, will allow users of the autism app to access their unique Autism Passport at any time. The Passport was launched as part of Hampshire's Autism Alert Programme, along with the Alert Card, and contains crucial background information regarding the person's condition. This includes the impact that their autism has on them, what can be done to help them stay calm and how to engage with the person in what can be difficult and anxious situations.

"I am delighted that Crimson Tide, in association with our Partner Premier Telecom, has been chosen to be involved with such an innovative project," says Barrie Whipp, chief executive, Crimson Tide. "Our mpro application will help provide individuals in Hampshire with greater choice and flexibility in the way that they communicate and interact. Crimson Tide is gaining increased trust within healthcare and health-related organisations, of which Hampshire Autistic Society is another example. I look forward to a strong and dynamic partnership together."

"Hampshire Autistic Society is constantly looking at ways that we can support individuals with autism to take more control over their lives. The development of this application will give the individual reassurance and individually tailored calming strategies as well as how to access their support networks through the Autism Alert Programme. We are excited about this new initiative that will give a much needed tool to the autism community." Andrew Monaghan, CEO Hampshire Autistic Society.

"The Hampshire Autistic Society is a local charity, with which I have close links. It has therefore been my pleasure to be able to look after the telecommunication needs of this organisation and I am more than happy to contribute to this latest innovation, which I believe will make the lives of people with autism much safer." Darren Ridge, CEO Premier Telecom.

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