

29 October 2014

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

CONTRACT WIN FOR MPRO5

Crimson Tide, the leading developer of enterprise smartphone and tablet apps in the cloud, has won a 36 month contract with Macdet Hygiene Services Ltd, equipping over 70 field users with mpro5 in total. The value of this contract is worth around £75,000 to the Company in contracted margin revenue over the term.

Macdet is a market leader in specialist hygiene, providing everything companies need for a safe, clean and fully compliant working environment. From mpro5's powerful cloud-based scheduling website, the client has the ability to provide job completion forms for its field users, allowing greater staff efficiency and client satisfaction. The use of Crimson Tide's mpro5 system, hosted on Microsoft Azure, also means that any paperwork that needs to be completed whilst on site will now be mobilised and attached to the scheduled job, saving considerable costs for the client. Macdet will be using mpro5 for prestigious organisations such as Whitbread Plc.

Barrie Whipp, Executive Chairman, Crimson Tide said, "We are very pleased to win this contract with Macdet. Having known the company for some time, we believe that we have established a good partnership and look forward to continuing to help Macdet with our continuously improving mpro5 system. Macdet's services are recognised by a number of blue chip companies and the company is a leader in cleaning and hygiene. We look forward to a long relationship with Macdet and its staff."

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For further information, please contact:

Crimson Tide plc

Barrie Whipp, Executive Chairman 01892 542444

W.H. Ireland Limited

James Joyce / James Bavister

020 7220 1666