

11 December, 2014

**Crimson Tide Plc**

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

**Appointment of Director**

Crimson Tide is pleased to announce that Mr Samuel John Roberts has been appointed to the Board of the Company as Sales Director. Sam will take up his role on February 10, 2015.

Mr Roberts joins the Company from Samsung, where he worked as Account Director, Mass Merchants. He previously worked for RIM (BlackBerry) as a Senior Commercial Manager. Sam worked for Crimson Tide in a sales role earlier in his career.

Commenting on the appointment, Barrie Whipp, Executive Chairman of Crimson Tide said "I am very pleased to welcome Sam to the Board of Directors. It is clearly a coup to appoint a Sales Director with Sam's pedigree from such a prestigious company. Heading up a new team, Sam will be a key addition to the Board"

Samuel John Roberts (aged 40) holds no other Directorships, and has held no other Directorships in the past 5 years. He has no direct interest in the share capital of the company. There are no further disclosures required in accordance with Rule 17 or Schedule 2 (Paragraph G) of the AIM Rules.

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