

2 March 2010

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

Change of Adviser

Crimson Tide, the mobile software technologies company, is pleased to announce the appointment of Arbuthnot Securities Limited as Nominated Adviser and Broker to the Company with immediate effect.

For further information please contact:

Crimson Tide

Barrie Whipp, Executive Chairman
Stephen Goodwin

01892 542 444

Arbuthnot Securities Limited

Tom Griffiths
Ed Groome

020 7012 2000

Threadneedle Communications

Graham Herring
Josh Royston

020 7653 9850

END