

14 October 2014

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

CONTRACT WIN FOR USE OF MPRO IN MAJOR SUPERMARKET AND RETAILER

Crimson Tide, the leading developer of enterprise smartphone and tablet solutions in the Cloud, has won a 36 month contract for 155 users with a leading facilities management company. The new agreement equates to in excess of £116,000 of contracted high margin revenue over the term. mpro5 will be used by the client to provide daily audit information in one of the leading supermarket chains and one of the country's most well-known retailers.

The Company believes that there are further opportunities for other applications for the same client and also its blue chip customer list.

Barrie Whipp, Executive Chairman, Crimson Tide commented, "This contract win is further validation of how we can add significant high margin revenue by providing immediate benefits to our clients. I am particularly pleased with the fact that we will see mpro5 being used at such prestigious retail locations."

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