

Cohen(A.) & Co PLC
21 August 2006

FOR RELEASE

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A.Cohen & Co. PLC
(to be re-named Crimson Tide plc)
(the 'Company')

Extraordinary General Meeting approves acquisition of Crimson Tide Limited

At the Extraordinary General Meeting ('EGM') held today, all the resolutions were passed including the change of name to Crimson Tide plc ('Crimson Tide').

Dealings in the New Ordinary Shares are due to commence tomorrow, 22 August 2006.

After the EGM, Barrie Whipp, who will be appointed Executive Chairman of Crimson Tide on admission, made the following comments on current trading:

'I am delighted that the acquisition of Crimson Tide has received overwhelming shareholder support. Considering the amount of executive time taken in preparing for the flotation, Crimson Tide has continued to make good progress. With the additional funds in place, we will now be able to expand the business at a faster pace and take advantage of the many opportunities available to us.

Handheld computers and smartphones are increasingly being recognised as essential tools for business and there is clearly growing demand for the services we offer. These include remote e-mail, customer relationship management systems and a range of solutions to improve the effectiveness of key people when they are away from their offices and factories. The fact that we offer these services on a subscription basis is proving attractive to our customers and will enable us to increase our recurring revenue base, which will give us increased visibility of future earnings.

The business has established excellent partnerships with Sage, Palm and Good Technology. It is the strength of these relationships, our team and our growing customer base that gives us confidence in the long term prospects for the business.'

For further information, please contact:

Crimson Tide plc

Barrie Whipp (Executive Chairman)	Tel: 01892 542 444
Graham Ashley (Non Executive Director)	Tel: 020 7747 7400
Former Executive Chairman of A. Cohen & Co. PLC	

W H Ireland Limited

Tim Cofman-Nicoresti / Katy Birkin	Tel: 0121 616 2101
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Cubitt Consulting	Tel: 020 7367 5100
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Leanne Denman / Allison Reid / Nia Thomas

BACKGROUND NOTE ON CRIMSON TIDE (the main operating company will be re-named Crimson Tide MPro)

Crimson Tide, founded in 1996 and based in Tunbridge Wells, is a growing mobile data solutions provider building on its established expertise in customer relationship management ('CRM') systems, telecoms software and bespoke software development, to provide companies in the small and medium sized enterprises sector with the ability to access their business information whilst away from the office.

THE MARKET

The market for mobile e-mail access is expanding rapidly with Palm forecasting a 10-fold increase in worldwide, mobile e-mail users by 2008 and Microsoft saying that it believes that mobility is set to grow by over 30 per cent per annum to 2007.

PRODUCTS AND SERVICES

Crimson Tide's mobile professional services are based on the use of handheld devices to provide a range of remote data services and software solutions on a subscription basis including:

- Remote e-mail management;
- Electronic forms;
- Corporate CRM systems with remote access for management and employees; and
- Remote access to company data and management information integrated with back-end systems hosted by the customer or by Crimson Tide.

Crimson Tide offers these services on a monthly subscription model allowing the customer to acquire IT functionality without incurring the capital expenditure usually associated with these types of business solutions.

In addition to the above, Crimson Tide continues to offer its traditional business solutions including CRM software, bespoke software and to supply its own telecoms management software. It also continues to generate on-going revenues by supporting software solutions that it has previously supplied to its existing customers.

KEY COMMERCIAL RELATIONSHIPS

Crimson Tide is:

- A Sage business partner and one of Sage's top mobile solutions business partners;
- A Palm certified partner; and
- A Good Technology business partner.

These relationships allow the company to offer integrated solutions using its partners' technology and obtain discounts on its partners' products.

This information is provided by RNS
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