

Crimson Tide PLC
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Crimson Tide Plc (the 'Company')
(A leading service provider of mobile data solutions for business)

Microsoft Worldwide Partner Conference in Denver

Crimson Tide Plc (AIM:TIDE), the provider of mobile data solutions announces that Barrie Whipp, Executive Chairman, was a primary speaker at the Microsoft Worldwide Partner Conference in Denver. Over 7,300 partners from all over the world attended the conference making up an audience of thousands of global business decision makers and industry leaders.

The presentation covered the mobile needs of small businesses, successful deployment strategies and how Microsoft partners can take advantage of the significant opportunities in mobility solutions.

The session focused on end-to-end mobile data solutions on smartphones, which can be used for a range of requirements from simple custom forms, field sales and service to full crm* and enterprise class applications. In addition, the presentation covered the return on investment and scalability that a customer can expect to achieve from such mobile data solutions, particularly using Crimson Tide's subscription based model.

Small and medium size businesses account for a significant portion of connected mobile device sales worldwide. Crimson Tide uses Windows Mobile powered devices to provide a straightforward and cost-effective way to deliver enterprise-class wireless solutions to small and medium size businesses.

Barrie Whipp, Executive Chairman of Crimson Tide, commented:

'Microsoft is developing a new computation and user interface model called software plus services, the first of which are expected to launch later this year. As a provider of mobile data solutions for business, I am pleased to say that Crimson Tide's business model is entirely compatible with this evolution as we provide a complete package of mobility plus services on a subscription basis.'

*Customer relationship management

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