

<b>Company</b>	Crimson Tide PLC
<b>TIDM</b>	TIDE
<b>Headline</b>	Contract Win - Ski Club
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Crimson Tide PLC  
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Crimson Tide plc  
(the "Company")

#### Contract Win

AIM-listed Crimson Tide plc is pleased to announce a new contract with the Ski Club of Great Britain ('Ski Club') to deliver an advanced Windows Mobile application to improve its efficiency and provide substantial savings in time and money. Crimson Tide will provide a handheld application designed to replace paper-based systems used by the Ski Club's worldwide network of representatives to supply ski reports and other essential information to its central database.

The Ski Club of Great Britain is a non profit making organisation, based in the UK which was set up to provide ski related benefits to UK based skiers travelling to resorts all over the world. The organisation has been in existence since 1903 and has 31,000 active members today. Ski Club run a network of representatives which are based in 37 major ski resorts across the world. The Reps are based in seven countries; these are France, Austria, Italy, Switzerland and Andorra in Europe and Canada and the USA in North America.

With limited web access in many of its ski resorts in which the Ski Club is represented, representatives have traditionally had to rely on post, fax or internet cafes to send daily and weekly reports. Once received at HQ, the forms had to be manually entered into the database by a dedicated member of staff.

Barrie Whipp, Chairman of Crimson Tide, commented: 'Whilst this process essentially worked, the Ski Club recognised that a more automated system would be faster and more efficient, and therefore bring cost savings. We are providing a Windows Mobile application based on the Motorola MC35 device. The system incorporates a number of process-based on-screen forms designed to capture information and display simple database queries such as members details.

'Its speed and simplicity means that weekly reports are a thing of the past, as the system will generate these automatically from the daily input. Automating the data entry process will also generate substantial cost savings as information need only be captured once.

'In addition the system will be used to sign up new members, book skiing trips and be able to securely capture direct debit and credit card information. New members will be able to have their application processed on the slopes and receive their membership numbers far more quickly.'

In addition, the Ski Club anticipates introducing a new membership card scheme, which will utilise the MC35's bar coding capability.

The Ski Club of Great Britain is the latest in a series of household names and blue chip companies making use of Crimson Tide's mobile data systems. Recent client wins also include Marks & Spencer, which has commissioned a mobile reporting system for use by cleaning contractors and Knight Frank, who are utilising a bespoke facilities management system.

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#### Notes to Editors:

About Crimson Tide  
Crimson Tide is a provider of mobile data solutions. The company, formed in 1996 has underlying competency in sales, service and customer relationship software which it has evolved into solutions available on a range of handheld computers and smartphones.

The company works in partnership with Microsoft, Sage, Palm, Hewlett Packard and Good Technology as well as the Mobile Operators Vodafone, Orange and O2 in the UK and O2 and Vodafone in Ireland in order to be able to offer a complete end to end solution.

Crimson Tide is an AIM listed company on the London Stock Exchange, having floated in the summer of 2006.