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Crimson Tide Plc

("Crimson Tide" or the "Company")

SMARTPHONE SYSTEM FROM CRIMSON TIDE EXTENDS BLOOD SAFETY SYSTEM TO PATIENTS' HOMES

Crimson Tide, the AIM quoted mobile data solutions provider, has signed a four year contract, worth up to €100,000 a year, for an advanced hand held system, mpro3hx, that enables Europe's first bar code safety system for blood disorder sufferers to be used at the patient's home. The contract, with Temperature Control Pharmaceuticals Limited (TCP) based in Dublin, is for up to 179 hand held units and is part of the National Haemophilia Project in Ireland.

The mobile software has been specifically designed by [redacted] and will run on a range of Windows Mobile™ smartphones supplied to the end user. Crimson Tide is a Microsoft Gold Certified Partner.

Says Crimson Tide's Executive Chairman Barrie Whipp: 'In terms of user numbers multiplied by length of contract this is our largest subscription deal to date. Our application is relevant to in-home patient drug administration worldwide, therefore we are anticipating extending our sales of this type of product in other marketplaces and for other patient uses.'

Derek McCormack, Managing Director of TCP said "TCP are delighted to work with Crimson Tide to roll out the Patient Handheld Devices for home treatment haemophiliapatients. They will help to further improve the quality service provided by TCP to home patients in Ireland."

The industry standard GS1 track-and-trace bar code system has been in

use since 2005. It was devised as a result of a medical disaster in the 1980's in which contamination of blood products in Ire and led to 78 deaths when 200 haemophiliacs became infected with HIV and Hepatitis C.

With the new GS1 system, globally unique IDs assigned to each patient, product and location facilitate the automatic linking, capture and processing of data across the supply chain. Once a prescription is received for a patient or hospital delivery, all picking, packing and shipping is performed using barcode scanning, enabling each step in the cold chain delivery process to be validated.

Crimson Tide's innovation extends this traceability to the precise point of administration in the patient's home. Using the patient's mobile phone, the Company's system verifies the product ID (GTIN, batch/lot number, expiry date and serial number) before self-treatment is carried out. It can be used to alert patients of product recalls and, where there is more than one haemophilia patient in a household on different treatment, it ensures the right patient is treated with the right Coagulation Factor Concentrate (CFC) product.

In Ireland there are around 2,000 patients who suffer from a form of bleeding disorder, 200 of whom suffer from the severe type of haemophilia that requires intensive treatment, which means they self-medicate at home, work, school or on holiday. Crimson Tide's solution ensures that the right medication is administered at the right time, to the right patient in the right dose, by the right route.

Windows Mobile is a registered trademark of Microsoft Corporation in the United States and other countries.

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