

Press Release

10 March 2014

Crimson Tide PLC (“Crimson Tide” or “the Company”)

**CRIMSON TIDE ANNOUNCES STRATEGIC PARTNERSHIP AGREEMENT WHICH
LAUNCHES WITH €100K MPRO5 DEAL**

Crimson Tide is excited to announce that it has signed an agreement with one of the world’s leading mobile network operators to exclusively distribute its mpro5 mobile enterprise solution in the Republic of Ireland.

The launch transaction for this partnership is a three year contract for mpro5 with a renowned Irish manufacturer worth approximately €100K to the Company in contracted revenue.

mpro5 is a leading enterprise class mobility solution that operates across the iOS, Android and Windows 8 platforms. The subscription-based solution enables organisations to improve efficiency and reduce costs by removing paperwork and giving office staff the ability to schedule jobs and mobile forms to smartphones, tablets and PDAs. Real time automated reporting and alerting functions are generated from the Company’s platform hosted on Windows Azure, which handles all of the hosting of mpro5 in the cloud and through its use, businesses benefit from an immediate ROI.

Crimson Tide and its new strategic partner are already working on a number of other transactions in a range of industries, demonstrating how mpro5 can be applied to a broad range of field user roles in many vertical markets.

Barrie Whipp, Crimson Tide’s Executive Chairman said, “We have been working hard to structure this exclusive partnership and believe that mpro5 offers a compelling solution, especially when coupled with our partner’s excellent mobile communications services. This gives Crimson Tide a much broader reach across Ireland than would usually be possible.”

- ends -

For further information:

Crimson Tide plc

Barrie Whipp, Executive Chairman 01892 542 444

WH Ireland

James Joyce /James Bavister 020 7220 1666