

## **PRESS RELEASE**

**23rd May 2013**

### **Crimson Tide PLC**

**("Crimson Tide" or "the Company")**

#### **THREE NEW CONTRACT WINS INCREASE MPRO5'S REACH IN THE HIGH STREET AND ADDITIONALLY WITH THE RAF.**

Crimson Tide, a leading developer of enterprise class mobile business solutions on subscription, has won three new contracts with Integrated Cleaning Management (ICM), NIC Services Group and Wing's Technical Services. The total of these 36 month mpro5 contracts amounts to £130,000 worth of contracted revenue for the company. Through these contract wins, mpro5 will be used in Marks and Spencer, One Stop and Makro stores in the UK. This adds to the growing number of high street chains which are serviced using mpro.

ICM, one of the UK's leading contract cleaning companies, is equipping 50 users with mpro5. This raises ICM's total number of subscribers to 140. The company, which is part of Compass Group UK, has been a loyal customer since 2007 and uses mpro for the completion of quality audits on smartphone. By removing paperwork and utilising mpro's scored forms and powerful reporting functionalities, the solution has enhanced ICM's service to its customers and has contributed towards additional business gains. This can be reflected through its recent contract wins with M&S and Makro, which will be audited by the 50 mpro5 users.

NIC Services Group, a large UK multi-service provider, will similarly use mpro5 for the completion of cleaning audits on iPhone and iPad. The solution will be used to audit all One Stop convenience stores and will be initially rolled out to 20 users. From mpro5's powerful cloud-based scheduling website, NIC will schedule jobs and audit forms for its staff to complete on their mobile devices. mpro reports, which are automatically created and emailed directly to clients, will enable NIC to provide its own customers with reliable, accurate and timely data – ensuring that agreed cleaning standards and SLAs are continually met.

Wing's Technical Services is a highly-acclaimed asset property management service provider. Its new 15 mpro5 equipped engineers will use the solution to service electrical assets of all RAF training schools within the country. By scheduling and associating specific assets to jobs, engineers will be able to service, maintain and repair assets much more efficiently and quickly. Any parts, and their associated costs, can be recorded on the mpro5 software and submitted back to head office – leading to much faster invoicing. Additionally, the company will utilise mpro5's date and time stamping capabilities to generate timesheets of its engineers, which will be automatically emailed to customers.

Barrie Whipp, Crimson Tide's Executive Chairman said "We are delighted to welcome NIC and Wing's to our mpro client base. We hope to enhance the services they offer to their blue chip client bases.

ICM is one of our largest, and most loyal customers, and we are particularly proud of the partnership we have built with their staff”.

**- ends -**

**For further information:**

**Crimson Tide plc**

Barrie Whipp, Executive Chairman

01892 542 444

**WH Ireland**

James Joyce

020 7220 1666