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Company	Crimson Tide PLC
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Crimson Tide PLC
24 April 2008

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

Crimson Tide entered for Microsoft's
'Mobility Solutions Partner of the Year' Award

24 April 2008

Crimson Tide plc is pleased to announce that it has been entered into the 'Mobility Solutions Partner of the Year' category at Microsoft's World Wide Partner Awards 2008 following recognition of its mPro solution which allows businesses to increase workforce productivity and efficiency by mobilising facilities management forms onto a handheld device.

The entry follows the adoption of Crimson Tide's mPro solution by VerryFM, a leader in the provision of fabric maintenance, moves and changes and special projects. Under its previous system, Verry FM was reliant on engineers travelling between job sites in order to process jobs, report problems and receive further instruction, generating excessive costs, both in terms of fuel and man-hours. Administrative staff were inputting handwritten forms into the database and compiling management reports manually and as a result, customer service was suffering with delayed invoicing and difficult reporting of service level agreements.

Crimson Tide's mPro Forms Solution addresses these issues by providing a smartphone-based system that supplies 'over the air' job delivery, creation and closure. Technicians have access to job information while out in the field, their forms are submitted wirelessly eliminating data duplication and office-based users have access to information in real time. The application automatically generates web reports making information pertaining to Service Level Agreements easier to view. The solution is provided on a monthly subscription which includes hardware, software and hosting.

As a result of the solution being deployed, VerryFM has not only experienced greater efficiency in its processes and use of resources but also reduced overheads and improved customer service.

The mPro solution has attracted great interest and has also been deployed by several other high profile companies, including Knight Frank and Marks & Spencer.

Executive Chairman, Barrie Whipp commented: "I am delighted that our mPro solution has received this recognition and that the company has been entered for these prestigious awards. Our solution fits really well with Microsoft's software + services strategy and incorporates Windows Mobile devices with a wide range of other Microsoft products. The feedback that we have received from customers, in terms of functionality and efficiency, has been outstanding, as the benefits that it delivers over archaic paper based systems becomes fully appreciated. We have been grateful for the support we have received from Microsoft in developing our position in the mobile data field. Our entry into the Worldwide Partner Awards is the result of a lot of hard work and really displays the effectiveness of the Windows Mobile platform and our service based solutions"

Mark Grady, Head of Business Segment Marketing, Microsoft EMEA commented: "The Microsoft World Wide Partner Awards exist to recognise outstanding achievement over the course of the year and we are very pleased to see such high calibre entries being nominated for the Award."

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Notes to Editors:

About Crimson Tide

Crimson Tide, based in Tunbridge Wells and Dublin is a provider of mobile data solutions on a subscription basis. The Company, formed in 1996, and quoted on the AIM Market of the London Stock Exchange 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 Motorola Good Technology as well as the Mobile Operators Vodafone and O2 in the UK and Ireland and offers a complete end to end solution.

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