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<b>Company</b>	<a href="#">Crimson Tide PLC</a>
<b>TIDM</b>	TIDE
<b>Headline</b>	Contract Win - Heatons & DL&T
<b>Released</b>	07:00 18-Feb-08
<b>Number</b>	15520

RNS Number:15520  
Crimson Tide PLC  
18 February 2008

Crimson Tide plc

Irish Contract Wins

AIM listed mobile data solutions provider, Crimson Tide (epic:TIDE), is pleased to announce that it has won two separate contracts in Ireland to provide their solutions systems. The contracts are with Heatons, an Irish department store chain, and Delaney Locke and Thorpe, an accountancy and business practice.

At Heatons, Crimson Tide will provide its 'retailprofessional' system which will speed up stock control and provide 'real time' information to staff at each of its 45 stores, enabling them to advise customers on the availability of items both on site and in other branches.

Utilising retailprofessional's seven functions, staff can now check previous sales quantities for a stock item plus sales levels in other stores on a real time basis, replacing the inefficient and laborious manual techniques previously used. This enables them to give or take advice on how best to position the product to maximise marketing effort. It is also enables employees to record the transfer and receipt of stock from other branches, and receive reassurance that the transfer should proceed.

Delaney Locke and Thorpe have signed up for auditprofessional, an advanced tracking system which will reduce the time spent searching for files. The auditprofessional system will allow the Dublin-based company to quickly locate specific client files, whether they are on storage shelves or staff desks. In addition it provides added security during the search process.

Using a barcode-based system, a document's last recorded location will be presented on screen in simple format. It will also remind users of the files currently on their desks and prompt them to return such documents.

Barrie Whipp, Chairman of Crimson Tide, commented: 'These contracts provide further evidence of the momentum we are achieving at Crimson Tide, and the versatility of our products. For a complete range of organisations, we have the mobile technology and systems to provide real time information and to improve performance. Our office in Dublin is winning some significant contracts as well as contributing to our sales efforts in the UK. We have some exciting applications in the healthcare sector that are currently being field tested which prove the quality and innovation that our Dublin-based staff have added.'

Ends

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Notes to Editors:

About Crimson Tide

Crimson Tide is a provider of subscription based 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 Motorola as well as the Mobile Operators Vodafone and O2 in the UK and Ireland in order to be able to offer a complete end to end solution.

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