

Crimson Tide PLC  
30 November 2006

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('Crimson Tide' or 'the Company')

#### Acquisition and Trading Update

- Conditional acquisition of Intelligent Data Limited for an initial consideration of £220,000
- Crimson Tide trading good with key performance indicators encouraging
- Marketing campaign under way
- Loss for the year to 31 December 2006 to be in line with expectations
- Increasing flow of potential customers

Crimson Tide (AIM: TIDE), a growing provider of wireless mobile data solutions, today announces the proposed acquisition of Intelligent Data Limited ('Intelligent Data'), a private company specialising in mobile data solutions and time and attendance software, for an initial consideration of £220,000. Intelligent Data, which employs 8 people, is based in Dublin, Ireland. The Company is also updating the market on current trading.

#### Acquisition of Intelligent Data

The Board is pleased to announce that it has entered into a conditional share purchase agreement for the acquisition of Intelligent Data, a company providing mobile data solutions and other software solutions. The Board expects the conditions to be satisfied within the next five working days. Laurence D'Arcy, the Managing Director of Intelligent Data, will remain with Intelligent Data which will be renamed Crimson Tide (IE) Limited. The acquisition will give the Company access to Intelligent Data's mobile data solutions, expand the customer base and give geographical expansion for Crimson Tide's own mobile data solutions.

In the year ended 31 December 2005, Intelligent Data reported a profit before tax of €41,000 (c£28,000), on turnover of €863,000 (c£583,000). Net assets at 31 December 2005 were €203,000 (c£137,000). Intelligent Data's turnover for the year to 31 December 2006 is expected to be in the region of €1m (c£675,000), earning a small profit before taxation similar to last year. Intelligent Data has over 400 customers and will continue to trade as before but, in addition, will be able to add the Crimson Tide solutions to its portfolio. Crimson Tide will also sell Intelligent Data's solutions in the UK.

The acquisition will be funded by the issue of 4 million ordinary shares and £120,000 from a new loan facility with HSBC, and is expected to be earnings enhancing in the first year of acquisition. Additional new shares with a market value of £60,000 will be issued to the vendors on 30 April, 2008 provided that Intelligent Data's sales for the year ending 31 December 2007 exceed €1,000,000. In addition, options over 4,800,000 of the Company's ordinary shares (at an exercise price of 2.5 pence per share, half exercisable if 2007 sales exceed €1.25 million (c£844,000) and half exercisable if 2008 sales exceed €1.6 million (c£1,080,000) plus any shortfall in 2007 sales below €1 million (c £675,000)) will be granted to Laurence D'Arcy and Trond Iversen, members of Intelligent Data's management team.

IAF Securities Limited acted as adviser to The Company in respect of this transaction.

#### Trading Update

The Company's current trading is good with key performance indicators showing positive trends as more customers are being attracted to the Company's mobile data solutions. Demand for email solutions is strong and the Company's opportunity pipeline is increasing. The Company continues to work with selected suppliers to develop a wider range of mobile solutions, including mobile intranet, mobile defence and mobile forms, to meet the increasing demand for more complex solutions. Although these contracts take longer to negotiate, they will be more lucrative in the longer term due to their higher margins.

The Company's new marketing plan is in the early stages of implementation and is starting to show positive results in terms of awareness and interest in the Company's solutions. This is expected to increase as the consistency of marketing continues.

Crimson Tide Mpro Limited (the main operating subsidiary) is required by AIM regulations to announce its trading figures for the nine months to 31 July 2006; this period being before the acquisition of that company in the reverse takeover by A. Cohen & Co plc in August 2006. Turnover in the period was £662,000 (9 months to 31 July 2005: £455,000) with a loss before interest, tax, depreciation and amortisation ('EBITDA') of £15,000 (9 months to 31 July 2005: £123,000 loss)

The Company will announce its full year results for the year ended 31 December 2006, which will include trading since the reverse takeover as well as the costs of A. Cohen & Co. Plc, by the end of March 2007. The Board expects to report a loss for the year to 31 December 2006 of around £275,000 at the EBITDA level excluding the costs of the reverse takeover by A. Cohen & Co. Plc. This is in line with the Directors' expectations and the views expressed at the time of the admission document. The loss before tax will be due to increased investment in marketing to generate growth in sales, additional AIM related costs and the costs incurred by A. Cohen & Co. Plc before the reverse takeover. The on-going marketing spend will increase in 2007 to accelerate growth in sales and a further loss is expected in the next financial year. The Directors anticipate the full benefit of the marketing activities undertaken in 2006/7 to be seen in the financial year to 31 December 2008.

Barrie Whipp, Executive Chairman of Crimson Tide, said:

'I am pleased with the progress of the Group in the short period since admission to AIM. The business is implementing its marketing plan and we are seeing an increasing flow of potential customers for our mobile data solutions which are attracting a range of interest against the backdrop of a growing marketplace. The addition of Intelligent Data gives us a larger client base, geographical expansion and good people. We will continue to seek further acquisitions where we can grow the range of mobile data solutions we offer as well as broadening our geographic footprint.'

For further information contact:

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About Crimson Tide:

- Crimson Tide plc is a growing provider of mobile data solutions on handheld devices and smartphones
- The Company supplies solutions on a subscription basis, to a wide range of customers including small & medium size enterprises as well as larger organisations such as the NHS.
- Founded in 1996 Crimson Tide completed the reverse takeover of A. Cohen & Co. Plc admitting to AIM in August 2006

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