

Crimson Tide PLC  
22 August 2006

Crimson Tide Plc ('the Company')

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Crimson Tide Plc (AIM: TIDE) (formerly A. Cohen & Co. Plc)

First Day of Dealings of Enlarged Share Capital on AIM

Acquisition of Crimson Tide Limited

Change of name from A. Cohen & Co. Plc to Crimson Tide Plc

A. Cohen & Co. Plc (now renamed Crimson Tide Plc) is pleased to announce its first day of dealings on AIM today following its acquisition of Crimson Tide Limited ('Crimson Tide').

A. Cohen & Co. Plc announced on 27 July that it had conditionally agreed to acquire the entire issued share capital of Crimson Tide for a consideration of approximately £3.01 million to be satisfied by the issue of 200,759,180 Ordinary Shares (valued at 1.5p per share) conditional, inter alia, on Admission.

As at the close of business on 26 July 2006, (being the last practicable date before publication of this announcement) the closing mid market price of an Ordinary Share was 1.5p, valuing Crimson Tide at approximately £3.01 million and A.Cohen at approximately £0.23 million.

The Company has also raised £0.5 million, net of expenses, by way of a Placing of 59,975,227 Placing Shares, undertaken in order to provide working capital for the Enlarged Group.

Dealings in the Enlarged Share Capital consisting of 59,975,227 Placing Shares and 200,759,180 Consideration Shares commence on AIM today in addition to the 15,160,482 Existing Ordinary Shares.

Commenting on the successful completion of the Acquisition and Placing, Barrie Whipp, the Company's Executive Chairman, said:

'I am delighted that the acquisition of Crimson Tide has received overwhelming shareholder support. Considering the amount of executive time taken in preparing for the flotation, Crimson Tide has continued to make good progress. With the additional funds in place, we will now be able to expand the business at a faster pace and take advantage of the many opportunities available to us.

Handheld computers and smartphones are increasingly being recognised as essential tools for business and there is clearly growing demand for the services we offer. These include remote e-mail, customer relationship management systems and a range of solutions to improve the effectiveness of key people when they are away from their offices and factories. The fact that we offer these services on a subscription basis is proving attractive to our customers and will enable us to increase our recurring revenue base, which will give us increased visibility of future earnings.

The business has established excellent partnerships with Sage, Palm and Good Technology. It is the strength of these relationships, our team and our growing customer base that gives us confidence in the long term prospects for the business.'

Full details of the Proposals were set out in the Admission Document to shareholders dated 27 July 2006.

For further information please contact:

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| Crimson Tide plc                                |                    |
| Barrie Whipp (Executive Chairman)               | Tel: 01892 542 444 |
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| Former Executive Chairman of A. Cohen & Co. PLC |                    |

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