

Crimson Tide PLC  
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Crimson Tide Plc  
('Crimson Tide' or 'the Company')

(A leading service provider of mobile data solutions for business)  
Crimson Tide announces new strategic business partnership

Crimson Tide plc (AIM:TIDE), the provider of mobile data solutions, today announces that it has signed a strategic business partnership with Newman Concepts Limited, a provider of wireless broadband internet services based in Norfolk, UK. Crimson Tide will offer Newman's patented 'Digital Bridge' technology to a broad range of potential customers on a revenue sharing basis which will enable both companies to benefit from the flow of recurring revenues.

The Digital Bridge technology allows users to obtain wireless broadband with download speeds of up to 20 Mps, with similar upload speeds. It can enable individual premises, large sites as well as non-metropolitan towns and communities. The key to the technology is its simplicity, ease of installation and cost-effectiveness. The technology has been in use in rural Norfolk for a number of years and is currently being implemented in Kings Lynn.

Crimson Tide aims to integrate the Digital Bridge technology into its range of wireless and mobile data solutions, using Crimson Tide's increasing routes to market and its growing brand awareness to promote and deliver the technology to its customers. The market for the technology is potentially worldwide and Crimson Tide sees this as an ideal opportunity to expand its geographic footprint.

Barrie Whipp, Executive Chairman of Crimson Tide, commented:

'The Digital Bridge technology is a very exciting development in the wireless broadband sector. Its speed is impressive, both in terms of wireless internet and hotspot delivery. I believe that Crimson Tide can incorporate it into its range of solutions, giving fast, secure wireless connectivity where current solutions are either unavailable or prohibitively expensive.

Initially Crimson Tide will be marketing the technology in the UK and Ireland. Once it is firmly established we will be looking for international partners to develop sales on a worldwide basis.'

Will Newman, founder and CEO of Newman Concepts, added:

'Crimson Tide offers an exciting route to market for the Digital Bridge technology, together with their range of wireless and mobile data solutions. We see this as an exciting partnership, giving us access to a number of areas that we have not yet explored.'

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