

COMPANY ANNOUNCEMENT

CRIMSONWING plc

SENIOR APPOINTMENT

Date: 3rd September 2009

Reference: Crimsonwing CW20

Listing Rule: LR 8.7.5

This is a Company Announcement being made by the Company in compliance with Chapter 8 of the Listing Rules:

Senior Appointment



Crimsonwing Plc has appointed Aad de Jonge to the Executive Board of Crimsonwing Promentum BV. Aad's primary role will be to drive the sales of Microsoft Dynamics to end clients.

The Crimsonwing activities in the Netherlands for Microsoft Dynamics have mainly focused on delivery of services to partners and their customers. For reasons of growth and diversification, the activities will be extended with direct sales to customers with Crimsonwing own products into carefully selected vertical industry segments.

Aad has held many senior positions in Microsoft related businesses. Before joining Crimsonwing Aad worked for Kineticsware, USA as Vice President of Product Management. He worked as the founding father of the Microsoft Dynamics activities of Watermark-Qurius and To-Increase for 4 years (2003-2006). He also helped To-Increase to attain the Microsoft status of 'Industry Builder' which enabled the products to be sold from the Microsoft pricelist.

From 1997 until 2003 Aad worked for Columbus IT. First, as one of the two founders of Columbus IT in The Netherlands and subsequently as the CTO of corporate Columbus IT in Copenhagen, Denmark.

Aad has a deep knowledge of product management, and a very successful track record of leading change in growing organizations. With overall IT experience of over 40 years and in Microsoft Dynamics of over 15 years, Aad is a very welcome addition to our organization to help drive our growth.

For the purposes of LR8.7.5 and LR 8.16 Aad de Jong has disclosed that in 1989 an operational company of his holding company, Automation Team Systems, filed for bankruptcy. The bankruptcy was ended 6 months after announcement of filing. No further disclosures are necessary in terms of the said Listing Rules.

Signed:

A handwritten signature in black ink, appearing to read 'Louis de Gabriele', written over a horizontal line.

Louis de Gabriele
Company Secretary