

Riptide Launches Reference Tracking for Salesforce.com AppExchange™

OVIEDO, FL – January 22, 2008 - Riptide Worldwide, Inc. (OTCBB:RTWW) (“Riptide”) announced today that its subsidiary, Riptide Software, Inc., has released Version 1.01 of the Riptide Reference Tracking application for the AppExchange. Reference Tracking is a native application developed by Riptide to run on the Salesforce platform that allows an organization to effectively track and manage customers who are willing to act as a positive reference for products and services offered by that organization.

Riptide is both a Registered Consulting Partner and an AppExchange Partner of Salesforce.com ([CRM](#)). Reference Tracking was developed to address a need Riptide identified while working with customers. “Our customers wanted an easy and efficient way to track reference customers that would complement the sales process” said Steve Wasula, Vice President of Product Management for Riptide. “We chose to develop a native application within Salesforce. As a native application, Reference Tracking presents information in the same intuitive manner as Salesforce and requires very little additional training.”

Reference Tracking allows sales and marketing personnel to identify reference customers and track all activity related to the use of that customer as a reference. Reference customers can have multiple points of contact, be associated with multiple products and can be associated with multiple sales opportunities. Reference Tracking also allows sales and marketing personnel to report on all reference usage and the effectiveness of each reference.

About Riptide

Riptide delivers business process management software solutions and service offerings. Riptide’s solutions improve its customers’ ability to make better decisions, manage critical business processes, reduce expenditures, and improve efficiency. Riptide is an emerging leader in this industry and has a commitment to deliver tangible business results to its customers. The company has a strong track record of delivering mission-critical, reliable solutions on custom, mid-to-large-scale software systems for government, commercial and utility customers. Riptide serves its customers through its subsidiaries Riptide Software, Inc., Bravera, Inc., and MeterMesh, and currently maintains offices in Reston, Virginia; Oviedo, Florida; and Ft. Worth, Texas. For more information about Riptide and its subsidiaries, please visit www.riptide.com.

About Salesforce.com

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