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@UK PLC

("@UK" or the "Company")

2012Startup.com Campaign

@UK PLC (AIM:ATUK.L), the cloud e-commerce marketplace, is pleased to announce 2012Startup.com, a campaign to create an additional 100,000 UK start ups in 2012 and to support their growth. The campaign which is supported by the AIM market of London Stock Exchange Group, the Forum of Private Business, @UK, and BASDA, the Software Industry Association, will provide the necessary tools and funding required to incorporate a business and the follow up support to maximise business success.

The objective of the campaign is to see 100,000 companies set up in 2012, an increase of 27% over the number of start ups established in 2011.

The campaign has two distinct areas:

1. Creating start-ups

@UK and its partners will provide a complete solution with a 99p company formation package and £50 cash-back to invest in the start up. This package is funded by rebates from partners that assist with the company getting to a trading state. Once the company has been incorporated and has opened its bank account, the £50 will be deposited and available to spend with suppliers on the @UK marketplace.

2. Growing businesses

@UK will provide companies with 'pay as you go' eCommerce websites, which will be immediately visible in @UK's cloud eCommerce marketplace which has over 1 million registered buyers. One of the major differentiators is that these websites will support the sustainability agenda and calculate the carbon impact of each purchase made. Electronic merchant facilities will allow the new businesses to trade online quickly. BASDA's members will provide the software and the Forum of Private Businesses ("FPB") the necessary advice and support that new companies may require.

In addition, AIM and the extensive network of intermediaries that support that market will provide start-up companies with ongoing access to equity capital for growth and development, as appropriate.

Phil Orford, CEO of the FPB, said:-

The GeM marketplace for Universities on Colleges is the only card based national marketplace in the world and was successfully delivered for the 800 Universities and Colleges and the 680 National Suppliers, proving that Cloud Ecommerce delivers large complex projects for Government on time and budget.

Richard Benyon MP Minister for the Natural Environment, launched the @UK Green Ecommerce Marketplace back in October 2010, and it is now the largest repository of product carbon footprints in the World.

@UK was used by the National Audit Office to identify over £500 million in savings for 25% of NHS spend. The ground breaking SpendInsight system used to identify the savings resulted in the award of 2 PhD's in artificial intelligence.

@UK delivers key government commitments of Savings Sustainability, and SME Inclusion along with support for start-ups. @UK PLC has now created over 200,000 start up businesses and recently launched a new Cloud-Start-Up.com service to provide a complete suite of cloud business software to start-ups along with the essentials of Limited Company, Bank Account, Domain Name, Email, Ecommerce, Accounting system and membership of the @UK business club.

@UK has 6 key competitive advantages

- SpendInsight uses unique artificial intelligence to automatically identify savings and is available on a national framework contract
- Ecommerce Marketplace realises the savings through correct pricing vs catalogue marketplaces which are unable to support carriage, or complex pricing
- GreenInsight provides unique sustainability analysis and
- Hybrid Carbon Footprints enabling universal carbon footprints at a price break through of £4 per item
- High performance cloud technology underpinning the system
- Start up service allowing start ups to immediately start trading

@UK is included in the Software and Computer Services Sector (9530).

For further information please visit the @UK PLC websites

Investor Site <http://www.uk-plc.net/invest>

Main Site <http://www.uk-plc.net>

SpendInsight Site <http://www.spendinsight.com>

GreenInsight Site <http://www.green-insight.com>

Hybrid Carbon Footprint Site <http://www.hybridcarbonfootprint.com>

Cloud-Start-Up.com <http://cstartup.com>

2012StartUp.com <http://2012startup.com>

This information is provided by RNS
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