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@UK PLC
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@UK PLC

("@UK" or the "Company")

@UK named approved supplier for the UK government's G-Cloud framework

@UK PLC (AIM:ATUK.L), the cloud e-commerce marketplace, is pleased to announce that it has been recognised as an approved supplier for the UK government's G-Cloud, in each of the four lots of the framework.

The G-Cloud is an initiative designed to consolidate cloud-based IT services into a shared framework for use by public authorities. Access to this framework will enable public sector IT services to be increasingly innovative, versatile and cost effective, through the ability to rent IT services on a pay per usage basis. The framework was tendered with an estimated value of £ 60 million. @UK believes it has a strong competitive position within the framework since it has the largest UK user base on its Platform as a Service offering, and believes it is the most efficient and greenest cloud provider.

The framework comprises of four lots:-

- Infrastructure (IaaS) Services - 67 providers,
- Platform as a Service (PaaS) - 38 providers
- Software as a Service (SaaS) - 153 providers and
- Specialist Cloud Services - 160 providers

The least competitive of the four lots is the Platform as a Service section, and this is the area where @UK believes it has its strongest offering with over 1 million users already using the platform, and a wide range of Software as a Service applications that have been built on the platform covering:-

- Ecommerce Marketplace
- Ecommerce
- Eprocurement
- Spend Analysis
- Green Analysis

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>