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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

- · Social Care Marketplace
- · Green Marketplace
- · Website Content Management
- · Email and
- · Over 10,000 customer applications

@UK has a strong offering in the Infrastructure as a Service lot, due to the proven efficiencies of its platform. This allows @UK to offer free infrastructure for clients on the platform and an infrastructure offering whilst clients are migrating to the platform.

Benchmarking of the @UK platform against industry standard platforms such as Microsoft IIS, dotNet and SQL server; Oracle Java and Db; Linux, Apache, PhP, MySql; shows the @UK platform to be between 100 to over 1,000x more efficient due to its unique intelligent caching software.

Chairman of @UK, Ronald Duncan said: -

"The move by the government to create a marketplace for IT services is a strong endorsement of the efficiency gains made possible by the Cloud. @UK has spent over 12 years developing and investing in its Cloud platform, infrastructure and services and we are delighted to have been recognised as an approved supplier within all four lots of the framework. We believe our large user base and significant technical advantage provides us with a strong competitive position within G-Cloud."

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@UK is Europe's leading Cloud Platform with over 1 million users, which is used for University and Colleges' procurement along with Local Authority, Schools and other Government and Private sector procurement.

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 Minster 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