

RNS Number : 9934T
@UK PLC
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Under embargo until 7am

7 October 2010

@UK PLC
("@UK" or the "Company")

Contract Win

Findel Education the First sign-up to @UK's newly launched Green Marketplace

@UK, the AIM-traded eMarketplace and provider of eProcurement and eCommerce software is pleased to announce that Findel Education, the UK's largest educational supplier, will be the first supplier to sign up to the Company's new Green Marketplace. The value of the contract is expected to be approximately £50,000.

The Green Marketplace is part of the Company's new online Marketplace which is being launched today at 4pm by Richard Benyon MP, Minister for Natural Environment and Fisheries. Through use of the Green Marketplace Findel Education will be able to publish the environmental impact of each of its products and provide the ability to offset the environmental impact, thereby effectively reducing the carbon footprint of its catalogue to zero.

The Directors believe that Findel Education, which is known for brands such as GLS, NES Arnold and Hope Education will be the largest catalogue in the world to be carbon neutral.

Findel Education has taken advantage of the pre-launch discount from £3 per item to 90p for e2class classification. The pre-launch discount will end at 4pm on 7 October and other suppliers seeking to become carbon neutral will pay a total of £4 per item comprising £3 for e2class and £1 for the carbon footprint.

At the launch Basingstoke and North Hampshire NHS Trust will demonstrate GreenInsight. GreenInsight is charged at £12,000 per organisation, and provides a detailed breakdown of the environmental impact of all expenditure. There are approximately 5,000 public sector bodies that could purchase GreenInsight.

The market size for @UK carbon footprinting services is approximately 3.6 million products that have been analysed by SpendInsight of which 3 million products are on the @UK marketplace.

Ronald Duncan, Executive Chairman of @UK PLC commented:

"We are delighted that Findel Education has made use of our technical breakthroughs to become the first large catalogue world wide to be carbon neutral and kick off our program to get every product on our marketplace certified as carbon neutral."

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Notes to Editors

@UK PLC is the UK market leader in Platform as a Service using Platform Generator and provides secure cloud based ecommerce, eprocurement and email services to business and the public sector with over 1 million users.

Platform Generator provides a leading UK electronic marketplace, has formed over 200,000 companies using the SiteGenerator ecommerce engine. @UK's SiteGenerator ecommerce, part of the Platform Generator, allows suppliers to trade with all major finance systems, @UK's marketplace and other leading marketplaces.

@UK has a Buying Solutions framework contract for the provision of its new "Spend Insight™" Spend Analysis services, that allows its services to be purchased by any public sector body without the requirement for a further tendering process. @UK has analysed over £ 100 billion in spend through SpendInsight™. SpendInsight provides the data for @UK PLC GreenInsight environmental analysis system and @UK PLC e2class database of 3.6 million classified items with environmental data.

@UK provides professional classification by Coding International a wholly owned subsidiary of @UK to e2class and a certified carbon neutral program. The carbon footprint data is provided by CenSA under its agreement with @UK.

@UK's Platform Generator software speeds up secure software development and allows @UK to provide a secure internet eMarketplace enabling buyers such as local authorities, schools and hospitals to buy online from commercial suppliers ranging from large corporations to small to medium enterprises ("SMEs"). This allows buying and selling to take place with no paperwork and a reduced chance of errors through transposition, achieving major savings throughout the supply chain.

@UK has a key competitive advantage as an ecommerce based marketplace it ensures that prices are correct from requisition through to payment, where catalogue based marketplaces are unable to support carriage, complex pricing and configurable products.

@UK also offers services to new businesses, including incorporation, company secretarial services and filing annual returns.

@UK is included in the Software and Computer Services Sector (9530). For further information please visit www.uk-plc.net

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