

RNS Number : 3920T  
@UK PLC  
27 September 2010

**For immediate release**

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

### **Green Marketplace website launch update**

As announced on 15 September 2010, @UK's Marketplace, including the Green Marketplace, which is currently available at <http://www.beta.uk-plc.net>, will be launched on 7 October 2010. To support the launch, @UK has today commenced its email-based marketing campaign to over 150,000 business customers as part of its launch of its new Green Marketplace which enables the carbon foot print of each product, and the offset, to be calculated.

As previously announced, Google are supporting the launch with a promotion to @UK's customers to encourage them to increase their Google-based advertising and traffic through the platform. To support this initial marketing campaign, each customer has been provided with an amount of free Google Adwords to promote their site.

A copy of the email is available on the Company's website.

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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'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](http://www.uk-plc.net)

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