

@UK PLC

Innovation Launch Pad

RNS Number : 36331

@UK PLC

14 June 2011

Under embargo until 7am

14 June 2011

@UK PLC

("@UK" or the "Company")

@UK PLC through to final round of Government's 'Innovation Launch Pad'

@UK PLC (AIM:ATUK.L), the cloud ecommerce marketplace, is pleased to announce that it has been selected to take part in the final stages of the Government's Innovation Launch Pad, an initiative launched in March 2011 to help small businesses secure more central Government contracts as part of the Government's "Start Up Britain" campaign.

Through the Innovation Launch Pad website, the Cabinet Office invited SMEs to pitch their business proposals for products and services they can provide to drive better value for money for Government. At the end of the submission phase on 22 April 2011, various SMEs had submitted a total of 351 proposals.

Civil servants from across Government helped choose the best proposals from all those submitted. The 30 SMEs with the best proposals, which includes @UK, have been offered intensive mentoring from a team including Hermann Hauser, Mike Lynch and Jon Moulton. From these, around 10 SMEs will be invited to present their proposals at a Product Surgery in Whitehall in July. Downing Street will also host a reception for those with the best proposals.

The proposal from @UK seeks to realise the £500m savings identified by the National Audit Office in their report on NHS procurement using @UK's technology and continue the programme into the rest of the public sector.

Ronald Duncan, Executive Chairman of @UK PLC commented, "We are delighted to have reached the final stages of the Government's Innovation Launch Pad and to have achieved the highest possible score in the judging, being 5.0/5.0. It is clear from our analyses that we can help take substantial procurement and back office costs out of the NHS whilst improving front line services. The solution can be deployed quickly and easily, as evidenced by our current work across all of higher and further education."

- 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

@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>

This information is provided by RNS

The company news service from the London Stock Exchange

END

NRAGGUUGQUPGGMW