

@UK PLC

Launch of new software standards

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("@UK" or the "Company")

Launch of two new software standards to increase billing efficiency, save money and reduce carbon footprinting

@UK PLC (AIM:ATUK.L), the cloud ecommerce marketplace, is delighted to announce the launch on 15 November 2011 of two new XML software standards developed by @UK on behalf of the software industry in conjunction with the leading utility companies. The standards will enable carbon neutral billing across all sectors and widespread electronic invoicing for the utilities industry.

@UK was contracted by the Business Application Software Developers Association (BASDA) to extend the leading BASDA XML standard into Green and Utilities XML standards. BASDA Green XML and BASDA Utilities XML are the result of over two years' work and could transform both electronic invoicing and carbon footprinting. The two standards are both fully compliant with the new Greenhouse Gas Protocol and provide the information required for Carbon Accounting. BASDA Utilities XML allows validated utility bills to flow directly into accounting systems providing significant cost savings to both buyers and utilities. BASDA Green XML carries product carbon footprints and allows buyers and suppliers to accurately offset the carbon footprint of all their supplies and achieve a carbon neutral position.

@UK was chosen to develop the standards due to its leading position in both the fields of electronic business and carbon footprinting. The project has been headed up by Ronald Duncan, Chairman of @UK PLC, who is also Chairman of the BASDA Green special interest group and Deputy Chairman of the BASDA ebusiness special interest group, which has responsibility for the standards. BASDA Utilities XML has been developed by the leading UK utilities companies supported by Laser Energy Buying Group and @UK PLC.

At the event on 15 November 2011, @UK will also be showcasing the initial results of its NHS Carbon Footprinting project along with its Schools Marketplace where school suppliers are funding an expected 50% reduction in schools carbon footprints in return for electronic trading with the schools, saving both schools and suppliers significant amounts of money.

The event is taking place at the Royal Society for Arts and Commerce (RSA) as it is both the original source of the inspiration behind the development and the venue where the new Greenhouse Gas Protocol was launched earlier this month. British Ski and Snowboard (BSS) the UK governing body will host the event as the start of a campaign of winter sports against climate change. The global launch of the winter sports campaign will be at the Davos summit on 25 January 2012 supported by the International Ski Federation.

Ronald Duncan Chairman of @UK PLC commented

"The RSA's Carbon Limited initiative for fellows helped me to save a significant amount of money and carbon on a personal basis, but there needed to be a way to make it easy for organisations to measure and save, and to extend measurement to the goods and services that we purchase, which is the largest part of our carbon footprint. This will help both our buyer and supplier customers to save cash and carbon and @UK clearly benefits from helping set the standards at the leading edge of these large emerging markets."

Kevin Hart Chairman of BASDA commented

"Three years ago the European Union made an appeal to BASDA to assist with the 2020 and 2050 climate change commitments, and BASDA led the way by setting up the BASDA Green Charter. BASDA Green XML and BASDA Utilities XML are the follow through development by the software industry to provide the standards required to help both buyers and suppliers in all sectors save significant amounts of money whilst making large reductions in carbon footprints."

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About BASDA

BASDA is the Business Application Software Developers Association.

BASDA represents almost 200 of the world's leading business application software suppliers and partners.

Representing its members to governments and policy making groups in the UK, Europe and worldwide BASDA is the acknowledged voice of the business software applications industry.

Although based in the UK, BASDA is an international organisation with many members from overseas, or themselves international companies.

BASDA is a not for profit self-funding organisation that is dedicated to acting on behalf of its members.

BASDA was founded in 1993. The organisation was formed from a core group of software developers, who recognised that the software industry needed an independent representative body. As a result, BASDA now represents the interests of international suppliers, resellers and user groups, as well as developers of Human Resources, Accounting, Taxation, Payroll, Logistics, Manufacturing, Document management and other business software applications.

BASDA is recognised by the European Commission, the UK Government, the United Nations and the OECD. BASDA provides its members with a direct opportunity to consult

with and influence decisions taken by these organisations as well as offering its Members technical, marketing, and educational support across a wide range of business topics.

About BASDA XML

The BASDA XML was developed in 1999, and has become the most widely used XML format since it was adopted by the major financial system vendors as a vendor neutral protocol that allows all applications to interoperate, and exchange orders and invoices electronically. The Hub Alliance, a global network of leading e-business exchanges, confirms that BASDA XML is the predominant form used, and its interoperability is a mandatory condition for exchanges that join the Hub Alliance.

BASDA is the first body to add a green extension to XML. The concept grew from the commitment of BASDA members to their 'Green Charter', and the requirement to enable green accounting in BASDA applications. The objective behind Green XML is to define a data structure that supports the full scope of Green information, that businesses will need increasingly to process and exchange, and that BASDA members will need to support within and between their applications. The eBiz data standard will be able to draw on this to support the components relevant to specific documents types, such as invoices, orders, product data etc.

@UK PLC

@UK is Europe's leading Cloud Platform with over 1 million users, which is used for University and College's 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, 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 startups 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>

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