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

### **UK Public Bodies eCommerce Framework**

@UK PLC (AIM:ATUK.L), the cloud eCommerce marketplace, is pleased to announce that it has been awarded a four year national eCommerce framework agreement for all UK public bodies. @UK is the only organisation that has been named in all three lots of the framework, being Catalogue Solution, Spend Analysis and P2P Transaction Exchange and is therefore the only organisation that can provide a complete solution under the framework.

The framework covers all UK public bodies, comprising the NHS, local authorities, educational establishments, police and emergency services, central Government departments and their agencies, registered charities, housing authorities and social landlords.

**Chairman of @UK, Ronald Duncan** said: - "The framework has been led by the NHS in response to the National Audit Office report which used @UK's unique technology to identify £500 million of savings in NHS consumables through the use of eCommerce. We are the only company to have been successful in each of the three lots of the national framework agreement and believe the scale of this framework, and our unique position, means that it could be a significant driver of new business for @UK. We look forward to working with all public sector bodies to identify and deliver their savings through use our Spend Analysis and eCommerce Marketplace."

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#### **@UK PLC**

@UK is Europe's leading Cloud Platform with over 1 million users, which is used for Universities' 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 Minister 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.

This has been followed by the announcement of the 2012StartUp.com campaign, which is supported by the AIM market of the London Stock Exchange, the Forum of Private Business, and Software Industry Association BASDA. The campaign aims for a 27% growth of 100,000 start up companies and growth for existing businesses. It is a practical campaign that will result in companies being formed and growing through @UK's technology.

@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

These services are all immediately available to public sector bodies via the G-Cloud framework where @UK is a provider of services in all 4 lots (IaaS, PaaS, SaaS and other services).

@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>

2012StartUp.com <http://www.2012Startup.com>

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