

@UK PLC

GeM Live & Launch of Schools Ecommerce Marketplace

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("@UK" or the "Company")

GeM Live & Launch of Schools Ecommerce Marketplace

@UK PLC (AIM:ATUK.L), the cloud ecommerce marketplace, is delighted to announce that GeM (the Generic eMarketplace for Higher Education and Further Education) has gone live, on schedule. The Company also announces today the launch of a Schools Ecommerce Marketplace which will take place on 1st September 2011.

This success of the implementation of GeM is testament to the combined project team which was drawn from @UK, JISC Procureweb and the Higher Education sector. The timescales were testing for a national project with contract award in April 2011 and go live during August 2011. 162 of the major higher education suppliers have signed up and a range of suppliers are already live on the Ecommerce Marketplace, including Greiner Bio-One, Smith Scientific, Pacific Wave and Broadstock Office Furniture.

GeM demonstrates that it is possible to deploy a system, which is planned to deliver major savings across a sector, quickly and effectively. The Ecommerce Marketplace and integrated contract management system holds all of the national and regional contracts for the HE sector and will be available for use by all institutions.

@UK also announces today the launch of the Schools Ecommerce Marketplace which will be the first of its kind for the primary and secondary education sector. The Ecommerce Marketplace will be launched on 1st September 2011, with a number of major suppliers of goods to schools, confirmed for launch. The 30,000 schools purchase a similar volume of goods and services to Universities.

Ronald Duncan Chairman of @UK commented "GeM is a landmark project from a number of different perspectives, its scale, speed to deploy and the fact that it will become self funding over the next two years. The GeM model has generated significant interest both in the UK and overseas and we look forward to showcasing its success, enabling the higher education sector to achieve significant

cost savings through more efficient procurement. Our focus is now on signing up further suppliers into the Ecommerce Marketplace, driving additional revenues for @UK.

"We are now seeking to replicate the success of GeM with a schools Ecommerce Marketplace, to be launched on 1st September, which we hope will help schools drive down the cost of procurement at a time when budgets are under extreme pressure."

Paddy Walker, HE's GeM Programme Manager, said "GeM will easily and efficiently allow universities and colleges to buy products and services from contracted suppliers at the correct contract price. We recognise that @UK's staff have been very committed and have worked extremely hard to ensure that GeM went live in August."

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@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.

<http://www.gem.ac.uk> - The GeM marketplace for Universities and Colleges

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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