



PRESS RELEASE

Shutl launches e-commerce revolution with 90-minute instant delivery and named-hour delivery options

E-commerce game-changer Shutl announces official launch at LeWeb'09.

LONDON, ENGLAND – DECEMBER 12, 2009: Shutl (www.shutl.co.uk) emerges from the shadows and announces the official launch of its revolutionary delivery service for retailers. The company will present at LeWeb'09 alongside Europe's top internet startups. [LeWeb'09](#) comes hot on the heels of European Tech Tour's November Web & Mobility summit in Montreux, Switzerland where Shutl was named one of Europe's top 25 tech start-ups.

Founded in 2008 by veteran entrepreneur Tom Allason, Shutl promises to redefine e-commerce by solving its greatest and longest-standing issue: delivery. Shoppers can buy almost anything online in minutes but they still have to wait days for delivery. Worse, orders arrive at a time chosen by the courier, not the customer. In fact, today only one in ten online retailers give the option of choosing morning or afternoon deliveries, let alone anything more flexible. "E-commerce has come a long way in the last 15 years," says Allason, CEO of Shutl, "but delivery has hardly progressed at all. We're going to change that. Shutl brings delivery up to date, at rocket speed." <http://tinyurl.com/shutl-02>

Shutl gives online shoppers the choice of receiving their order within 90 minutes of purchase or selecting a one-hour delivery window at any point in the future, 24 hours a day, seven days a week. In other words, Shutl lets people choose maximum convenience or instant gratification.

Shutl is a technology platform that connects retailers with local same-day courier companies. The platform aggregates capacity across these carriers into a web service which, in turn, integrates seamlessly into retailers' e-commerce platforms. This allows retailers to offer Shutl delivery at a price comparable to the cost of standard multi-day delivery, and often even cheaper.

The benefits for retailers are significant. Shutl will help them grow their customer base, improve conversion rates, reduce the cost of failed deliveries and eliminate reliance on a single (strike-prone) supplier. "We know that people's time is precious and that online shoppers want convenience and flexibility," says Allason. "We put customers in the driving seat. We give shoppers what they want, when they want it."

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i) <http://tinyurl.com/shutl-01>

ii) <http://tinyurl.com/shutl-02>

iii) <http://tinyurl.com/shutl-03>