

PRESS RELEASE

Shutl uses *The Next Web Paypal X Startup Rally 2010* to confirm the future of retail delivery.

E-commerce game-changer Shutl storms to the finals of The Next Web Paypal X Startup Rally 2010.

AMSTERDAM, LONDON – APRIL 29th, 2009: having secured a place in the finals of the *The Next Web Paypal X Startup Rally*, UK startup [Shutl](#) is taking the opportunity to make a raft of announcements, cementing the future of its revolutionary delivery service for retailers.

Fastest e-Commerce Delivery

- Live with uber-trendy London fashion boutique [Start](#) for only a month, Shutl has already enabled the world's fastest fashion: delivery completed within 28 minutes of online purchase.

New Client & New Service

- Shutl comes out of closed beta today and goes live tomorrow with [Laithwaites](#) the UK direct wine retailer. Shutl has developed a point of sale (POS) application which Laithwaites are deploying within their flag-ship London store.
- Shutl's POS solution enables retailers of all sizes to offer Shutl's industry leading delivery service to in-store customers, giving Shutl access to a portion of the 85+% UK purchases that are made offline.

New Feature

- Shutl announces a new GPS tracking facility developed in partnership with [Bing Maps](#), enabling consumers to watch the progress of their delivery in real-time from within Shutl's website. This feature will go live on 24th May.

New Development

- Shutl has released integration modules for two leading open source e-commerce platforms [Magento](#) and [OS-Commerce](#). These modules enable retailers running either of these platforms to offer Shutl delivery with a minimum of effort.

Partners

- Shutl has today opened up its platform to partners, allowing retailers and e-commerce solution providers to build their own integrations and applications: www.shutl.co.uk/developers.
- Shut today announces that [iCept](#) has become the first e-Commerce platform to build its own Shutl integration, enabling Shutl delivery to be offered 'out of the box' to its customers.
- Shutl thanks the first of its 3rd party development partners:
 - [Veriquai](#) have developed the OSCommerce & Magento modules for Shutl and are available to build modules for interested 3rd parties.
 - [Spring Digital](#) are experienced in implementing Shutl's Magento module and are available for further projects.
 - [The Technical People](#) have implemented the Shutl OSCommerce module with Start and are also available for further projects.

Announcing an Announcement

- Shutl starts the countdown to its most exciting news yet... 27th May 2010.

About Shutl

Shutl is a UK startup that promises to bring delivery up to speed by letting shoppers get what they want, when they want it. Consumers choose to receive their purchases within as little as 90 minutes ("*Shutl Now*") or within a 1 hour delivery window of their choice ("*Shutl Later*"). Shutl is currently trialling its service across London.