



PRESS RELEASE

Shutl's e-commerce game-changer unleashed by Argos

Argos launches trial with Shutl to offer the world's fastest and most convenient online delivery options.

LONDON, ENGLAND – 4th August, 2010: Shutl, the internet start-up that delivers what you want, when you want it, today announces the trial-launch of its revolutionary delivery service with Argos, the UK's number one online high street retailer.

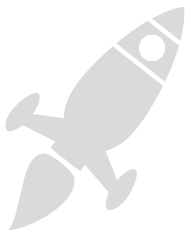
Central London-based visitors to argos.co.uk can now get their orders within as little as 90 minutes, or pick a one-hour delivery window from 9am to 9pm, seven days a week. Shutl delivery starts at £4.95 which blows away the delivery options offered by other major retailers. For example, Amazon's Evening Delivery service in London and Birmingham is only available to shoppers ordering before 12.30pm, costs £14.99 and only offers a three-hour window.

The trial, will last six months and is the latest development in Argos' multi-channel strategy that aims to improve the customer proposition for cross-channel shoppers. Argos parent company, Home Retail Group, recently announced that 22% of Argos total sales in FY 09/10 were customers using the online Check & Reserve service for store collection, with this channel growing by 36% for a second year in a row. The Shutl delivery service is offered to all 14,000-plus products currently available for reservation on Argos.co.uk.

To benefit from this new service, Argos customers first make an online reservation at a participating Argos store in central London. They can then choose Shutl delivery, enter their postcode and select 'Shutl Now' or 'Shutl Later' delivery options to get a quote. Once they confirm the order, Shutl sends them a tracking email which lets them watch their delivery progress in real time on a GPS-enabled map.

Ross Clemmow, Argos Director of Marketing Operations, commented: "This service provides us with a flexible and cost effective delivery solution to extend the potential of Check & Reserve. Check & Reserve customers in the trial catchment area will still receive the convenience of securing stock availability, with the optional choice and convenience benefit of having it delivered to them fast, at a time that suits."

Although Shutl only operates within London at the moment, the company plans to offer service across all major UK cities within the year. "Online shopping has come a long way in 15 years" says Tom Allason, Founder and CEO of Shutl, "but delivery has not. We're changing all that."





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Note to News Editors:

Participating Argos stores: Whitechapel, Old Street, Holborn, New Oxford Street, Camden, Marble Arch, Victoria, Kilburn, Hammersmith, Old Kent Road, Kensington, Shepherds Bush. All participating stores will be integrated into trial by 6th August 2010.

Media Relations

Spokesperson: Tom Allason (Founder & CEO),

☎ +44 (0)20 7754 0366, ✉ pr@shutl.co.uk

About Argos

Argos is a unique retailer recognised for choice, value and convenience. It sells general merchandise and products for the home from over 700 stores throughout the UK and Republic of Ireland, online and over the telephone. In the last financial year, Argos sales were £4.3 billion. Argos serves over 130 million customers a year through its stores. On average, 18 million UK households, or around two thirds of the population, have an Argos catalogue at home at any time.

Argos expects to add around 10 stores this year. Its internet site, www.argos.co.uk, was the most visited high street retailer online in the UK in 2009.

Argos is part of Home Retail Group, the UK's leading home and general merchandise retailer.

About Shutl

Shutl is a UK start-up that promises to bring delivery up to speed by letting shoppers get what they want, when they want it. The service connects retailers to local same-day courier companies, enabling delivery to both online and in-store customers within as little as 90 minutes ('Shutl Now') or within a one-hour delivery window of their choice ('Shutl Later'). Shutl currently holds the record for the world's fastest e-commerce delivery: a shopper taking receipt of their goods within 29 minutes of checking out online. Shutl was founded by veteran entrepreneur Tom Allason, known for founding eCourier.co.uk. The company has been operating since March in a closed beta with a handful of retailers.

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The Launch Pad 9-10 Charlotte Road, London, EC2A 3DH

☎ +44 (0)207 754 0366 ☎ +44 (0)207 855 0279 ✉ info@shutl.co.uk