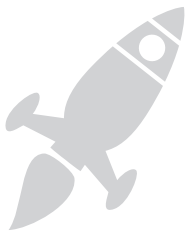




PRESS RELEASE



Blast off! Shutl launches across 4 new UK cities.

LONDON, UK, 2nd August 2011 – Shutl, the internet start-up that delivers what you want, when you want it, today announces the launch of its service to shoppers in and around Manchester, Leeds, Glasgow and Edinburgh.

The multi-award winning delivery start-up allows shoppers to receive online purchases within as little as 90 minutes, or choose a one-hour delivery window, same day or any day. Shutl delivers 24 hours a day, seven days a week from only £4.95, however retailers often discount the service and even offer it free in order to drive conversion. Until today, Shutl delivery has only been available to shoppers within the M25.

“This next phase of Shutl’s expansion will enable us to serve around 25% of online shoppers in the UK,” comments Tom Allason, founder and CEO of Shutl. “Assuming everything goes to plan, we expect to launch across a further 5 cities in the coming weeks. Our goal is to have sufficient coverage by November to give high-street retailers a significant competitive edge over Amazon and the other pure-play e-tailers this Christmas.”

Shutl works by aggregating the capacity of local same-day couriers into a web service. This integrates easily with retailers’ e-commerce platforms, allowing them to fulfil online orders from local stores and enabling far quicker and more convenient delivery than is possible from a centralised warehouse. By keeping the delivery distance short it is also possible to offer the service for a price that is comparable to standard 1-2 day delivery. Initially the service will be offered to the new geographies through leading fashion brands Karen Millen, Oasis, Coast and Warehouse. Other major high street names are expected to follow suit shortly.

Recent research conducted by The Co-operative Electrical has shown that across the UK online shoppers waste on average 5 days a year waiting for online purchases to be delivered. 90% of those surveyed rated not being given a defined delivery time-slot as their number one gripe.

The company has been shortlisted as a finalist at the forthcoming Oracle World Retail Awards in the “Retail Innovation” category, having recently won the BT Retail Week Technology Award for “Supply Chain Excellence”. Earlier in the year Shutl was awarded the “Technology Breakthrough Business” award at the MediaGuardian Innovation Awards 2011 and the Econsultancy Innovation Award for E-commerce.

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For further information please contact:

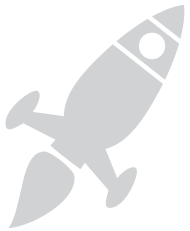
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PRESS RELEASE



About Shutl

<http://www.shutl.co.uk/>

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 18 minutes of checking out online. Shutl was founded by veteran entrepreneur Tom Allason, also known for founding eCourier.co.uk. The company has been operating since March '10 and counts Argos, Aurora Fashions, B&Q, Tradepoint, Karen Millen and Laithwaites Wine amongst its customers.

Stay in touch

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