



PRESS RELEASE

Shutl rolls-out at rocket speed, launching across another 6 UK cities!

LONDON, UK, 4TH OCTOBER 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 Aberdeen, Belfast, Birmingham, Bristol, Cardiff and Liverpool.

The multi award winning service allows shoppers to receive online purchases from high street retailers in as little as 90 minutes or to choose a one-hour delivery window, same day or any day. This is made possible because Shutl fulfils web orders from local stores rather than a centralised warehouse. Shutl can deliver 24 hours a day, seven days a week from £4.95, although retailers will often offer the service for free in order to drive conversion.

Having launched the service in Edinburgh, Glasgow, Leeds and Manchester in August, and within London last year, Shutl now operates across a total of 11 UK cities.

“This next phase of Shutl’s roll-out will enable us to serve around 40% of the UK’s online shoppers,” comments Tom Allason, founder and CEO of Shutl. “We are on track to providing high-street retailers with a game-changing delivery proposition in time for Christmas, a key weapon in the battle for market share with Amazon and the other pure-play e-tailers.”

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.

The company recently won the BT Retail Week Technology Award for “Supply Chain Excellence” and has been shortlisted as a finalist in the upcoming Retail Systems Awards in the “Internet Technology of the Year” and “Supply Chain Innovation” categories. Earlier in the year Shutl was awarded a Media Guardian Innovation Award for “Technology Breakthrough Business” and the Econsultancy Innovation Award for E-commerce.

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For further information please contact:

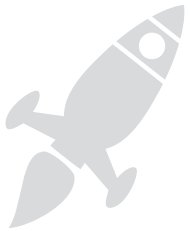
Shutl Press Office

✉ Press@shutl.co.uk

☎ +44 (0) 207 749 1750



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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.

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The Launch Pad, Shutl, Zetland House, 25 Scrutton Street, EC2A 4HJ

☎ +44 (0)207 749 1750 📠 +44 (0)207 855 0279 ✉ info@shutl.co.uk