



## **SHIPLY.COM WINS €100,000 WITH DUTCH POSTCODE LOTTERY GREEN CHALLENGE**

*Worldwide green challenge competition success for UK start up – Shippy.com. As supported by Bill Clinton, Sir Richard Branson and Tony Blair.*

**Manchester, UK – 28/09/2009** – Shippy.com, the UK's online transport marketplace has been awarded a €100,000 prize from the Dutch Postcode Lottery Green Challenge 2009!

After beating off strong competition from over 300 entrants, the intense final round was held in Amsterdam last week. Founder of Shippy.com, Robert Matthams (left), presented a concise pitch to the high profile judges. These included Niklas Zennström (founder of Skype), Liesbeth van Tongeren (Greenpeace Netherlands), Jim Walker (COO Climate Group), Kees Vendrik (Dutch House of Representatives) and Bas Verhart (Media Republic).

In his 8 minute pitch, Robert Matthams explained that over 25% of all lorries across Europe run completely empty of cargo. Given that some 420million tonnes of CO<sub>2</sub> are attributable to road freight transport in Europe (more than the entire carbon footprint of South Africa), it was clear how huge the problem was.

Shippy.com helps solve the problem by matching people needing to move goods with transport companies going there anyway. By making use of empty capacity, the site dramatically cuts down on CO<sub>2</sub> emissions (over 1.6million kg saved since June 2008) and reduces traffic congestion. Whilst, at the same time, offers the end-consumer a low-price (up to 75% off standard rates).

The Postcode Lottery Green Challenge is created to encourage the development of new, innovative, creative and yet commercially viable products and/or services that contribute to an eco-friendly lifestyle, directly reduce greenhouse gas emissions and score highly on convenience, quality and design.

Upon receiving the cheque for €100,000 to bring back to the UK, Robert Matthams admitted: “We were up against a really strong competition and I was really surprised. As the Award Ceremony went on I was thinking less and less that we’re going to win. To get the prize is just fantastic. We can do so much with this money and we are going to – starting with a high-profile roll-out of Shply across Europe.”

Mr Matthams went on to add; “I just want to thank the Dutch Postcode Lottery so much for what was an incredibly intense but ultimately rewarding and positive week in Holland. By empowering good ideas with the capital needed to turn them into mass-market realities quickly I feel is key to what the Green Challenge is all about. Other countries I feel should be taking note of this approach which is proving to be incredibly successful in creating a greener, brighter future.”

<http://www.shply.com>

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--NOTES FOR EDITORS--

Shply.com was founded in early 2008 and is operated out of Manchester, UK.

Shply Limited is a company registered in England and Wales.  
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