



PRESS RELEASE
3 December 2008

DECK THE ROADS WITH GREENER LORRIES

The impact that Christmas has on the environment and our pockets, is something that will be concerning many this year.

The average person surprisingly generates an extra 650kg (1,433lb) of CO² emissions* over the festive period, taking into consideration travel to family and heating homes and spends an extra £604. A solution to reduce both will be Christmas music to many ears.

ShiPLY.com is at hand to do both by utilising a quarter of all lorries on the roads that would otherwise be travelling empty. ShiPLY.com allows consumers to ship goods and Christmas gifts saving on average 75%, and at the same time, reducing their carbon footprint. The service works by matching consumer deliveries up with one of the 2,500 haulage companies already traveling along a similar route, with capacity to spare.

Consumers using ShiPLY.com simply upload their Christmas gifts to receive competitive bids from hauliers looking to fill their empty loads. The bidding style auction, ensures that consumers get the best price for delivering their gifts, and for the lorries, it ensures that no journey goes to waste.

Managing Director and creator of ShiPLY.com, Robert Matthams, says: "In the run up to Christmas we expect to see a 500% increase in delivery requests as consumers look to cut back on unnecessary costs. As well as making savings to pockets, ShiPLY will also bring festive cheer to haulage companies who are struggling in recent times with the economic downturn and fuel prices."

After the Christmas period, when the pinch hits harder, all those unwanted Christmas gifts are dispelled to internet auction sites. Shiplly, a certified member of the eBay Developers Program, has developed eBay tools which allow bidders to import eBay items they have won or are currently bidding on into Shiplly – ready to receive to bids from transportation service providers.

* Study by York University Stockholm Institute

www.shiplly.com

ENDS