

For immediate release

**London Business School's Technology Summit votes Aroxo as the
UK's Hottest Start-up**

London, UK. March 12, 2009 – The London Business School Technology Summit has voted Aroxo as the UK's Hottest Start-up 2009. Competing against 6 other finalists, Aroxo gave a sneak-peek of its new retail marketplace, surprising many attendees with its novel approach of connecting buyers and sellers.

Matt Rogers, Co-Founder of Aroxo said, "After 2 years of hard work, it's great to get such positive feedback from so many technology people, industry experts and investors. We're really excited about launching Aroxo and helping UK buyers save money and time on their purchases."

The Aroxo marketplace provides a completely new way to buy and sell online. It's not an auction site or shopping comparison site, but uses a new buyer-driven mechanism to help buyers get the best prices.

Both buyers and sellers are now looking for new ways to interact and do business online, so Aroxo has been built to work for sellers too. They gain access to a whole new sales channel as well as a range of simple tools allowing them to target buyers at prices that are likely to disrupt the market in a way not seen before.

Andrew Culpan, Co-Founder of Aroxo said, "It's just perfect for the credit crunch. The sellers we're working with are telling us it's a great way to carry on growing through 2009 whilst many of their other channels are under pressure. We've got some great brands on board already, but we're always looking out for new and innovative sellers."

The London Technology Summit, organised by The London Business School, was held on Friday 20 February. The event included speakers from Google, Amazon, McKinsey, Microsoft and many other technology companies.

Event Co-Chair Polina Moskovaya said, "It was great to see some new start-up businesses with innovative ideas. Aroxo's marketplace really stood out amongst some strong competition, and we look forward to its launch."

Journalists interested to learn more about Aroxo can receive a private briefing of the system by contacting the team on press@aroxo.com.

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About Aroxo

Aroxo is a stealth model start-up that will bring a completely new way to buy and sell online. Launching in March, Aroxo has been in development for over 2 years. Aroxo is based in London and will initially serve UK buyers. Aroxo is currently conducting private journalist briefings.

About the London Technology Summit

Held at The London Business School on 20 February 2009, the best of business and technology came together for the London Technology Summit.

The Summit was a watershed event for the London technology community, bringing together enterprise, consumer and emerging technology for a lively day of discussion on issues and emerging trends in the industry.

Speakers this year included top executives and technology leaders from Amazon, Google, BT, Intel, Microsoft, Cisco, Barclays Capital, Last.fm, McKinsey, Vodafone, Zopa and Accel Partners.