



Amazon and Ring Close Acquisition - Now Working Together to Empower Neighbours with Affordable Ways to Monitor their Homes and Reduce Crime in Neighbourhoods

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Starting today, the popular Ring Video Doorbell has an everyday low price of only £89

April 12, 2018—Seattle, Wash., Santa Monica, Calif. & London, UK—(NASDAQ: AMZN)—Amazon and [Ring](#) today announced that Amazon's acquisition of Ring is complete. The two companies will work together to accelerate Ring's mission to reduce crime in neighbourhoods with affordable, effective home security products and services, so more customers can see, hear and speak to people on their property from anywhere.

"Our mission to reduce crime in neighbourhoods has been at the core of everything we do at Ring," said Jamie Siminoff, CEO and Chief Inventor of Ring. "Together with Amazon, we will accelerate our mission dramatically by connecting more neighbours globally and making our security devices and systems more affordable and accessible. The entire Ring team is excited to continue working hard to create products and services that bring real benefits to people's lives and build safer communities for all our neighbours."

To kick start this commitment, Amazon and Ring have made the popular [Ring Video Doorbell](#) an everyday low price of £89—making home security more accessible than ever to customers. Ring's Video Doorbell has been effective in reducing burglaries in neighbourhoods by as much as 55 percent, according to a [LAPD pilot program](#). Now, with Amazon's aim to deliver premium products at non-premium prices, the two companies can help make peace of mind at home a reality for more neighbours than ever before.

"Ring's talented team has invented home security products and services that customers love. We're excited about their work, their products and their mission, and look forward to teaming together to keep delivering for customers," said Dave Limp, SVP of Amazon Devices and Services. "And this is just the beginning - we will continue to move quickly and work hard to empower customers with a suite of security solutions that provide an affordable, effective way to secure homes and neighbourhoods."

Amazon's relationship with Ring began in 2016 through the Alexa Fund, the company's investment arm to support companies with cutting-edge technologies that are innovating with voice. The investment provided a strong foundation for Ring to be able to lean into new Alexa APIs and capabilities, and develop a new Alexa skill that allows customers to use voice to view camera feeds directly from the Echo Show and Fire TV.

Neighbours [experience](#) the power and impact of the Ring Video Doorbell every day. Ring has contributed to keeping neighbourhoods and neighbours safer - from helping people with disabilities more easily see who's at the door and respond, to helping prevent activities like package theft or home burglaries.

Customers can now choose from a large selection of home security products, cameras, and solutions under the Amazon umbrella, including:

- Ring Video Doorbells, Ring Spotlight Cams, Ring Floodlight Cams, and all Ring Accessories
- Blink XT Indoor/Outdoor Camera, Blink Indoor Security Camera, and Blink Accessories
- Amazon Cloud Cam

Ring, Blink, and Cloud Cam will continue operations under their respective brands. Customers will not experience any interruption in service and can contact the appropriate company's customer service team with any questions or issues.

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit www.amazon.com/about and follow [@AmazonNews](#).

About Ring

Ring's mission is to reduce crime in neighbourhoods by creating a Ring of Security around homes and communities with its suite of home security products. The Ring [product line](#), along with the Ring [Neighborhoods](#) network, enable Ring to offer affordable, proactive whole-home and neighbourhood security. In fact, one Los Angeles neighbourhood saw a [55 percent](#) decrease in home break-ins after Ring Video Doorbells were installed on just ten percent of homes. For more information, visit www.ring.com. With Ring, you're always home.

"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: Statements in this press release regarding Amazon.co.uk Ltd's business which are not historical facts are "forward-looking statements" that involve risks and uncertainties. For a discussion of such risks and uncertainties, which could cause actual results to differ from those contained in the forward-looking statements, see "Risk Factors" in the Company's Annual Report or Form 10-K for the most recently ended fiscal year.