



Amazon Introduces Kindle Paperwhite Kids, Providing Distraction-Free Reading Time for Kids to Explore Over a Thousand New and Classic Titles with Amazon Kids+

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New waterproof Kindle Paperwhite Kids arrives with a 6.8" glare-free display that appears like real paper, even in sunlight; a battery that lasts up to 10 weeks, 1-year of Amazon Kids+; a kid-friendly case; and a 2-year worry-free guarantee—for just £139.99

Amazon Kids+ includes access to over a thousand books, including Harry Potter, Divergent, The Magician's Nephew, books from The Treehouse Series, and books by David Walliams and David Baddiel, and many more

The average Kindle Kids reader in the UK reads more than an hour a day, supported by features like Vocabulary Builder, reward badges, and Word Wise

LUXEMBOURG— September 21, 2021—Amazon today introduced the all-new Kindle Paperwhite Kids, built from the ground up for kids ages 7 and up. Purpose-built for reading books with zero distractions—no games, ads, or videos—the first-ever waterproof Kindle for kids comes with an adjustable warm light, a compact design, a glare-free display, and up to 10-week battery life. It also includes a one-year subscription to Amazon Kids+ with access to over a thousand books, a kid-friendly cover, and a 2-year worry-free guarantee—all for only £139.99. Customers can learn more at: amazon.co.uk/kindlepaperwhitekids. Amazon also announced the all-new Kindle Paperwhite and the first-ever Kindle Paperwhite Signature Edition.

"The new Kindle Paperwhite Kids makes it easy and fun for kids to read with access to books kids love from award-winning authors" said Eric Saarnio, VP, Amazon Devices International. "Since we introduced Kindle Kids two years ago, kids around the world have used their Kindle devices to read over 16 million books and logged nearly 1.6 billion minutes reading. We hope the new reading experience with Kindle Paperwhite Kids helps even more kids become lifelong reading fans."

Kid-Friendly Content and Features

Every Kindle Paperwhite Kids comes with 1 year of Amazon Kids+, providing access to over a thousand books, ranging from timeless classics grown-ups will remember from their own childhood to newer hits kids will recognise from theirs. And, Kindle Paperwhite Kids is packed with features that encourage more reading and parental controls for additional support.

- **Latest hits and award winners:** Explore popular titles like Divergent, Fantastic Beasts, and Birthday Boy; books from series like The Treehouse Series, Chronicles of Narnia, The Princess Diaries, and Harry Potter; and titles that have won awards like The Butterfly Lion, Time Travelling with a Hamster, Geek Girl and The Skylarks War, including award winning authors Judith Kerr, Derek Landy and David Walliams, all in the Amazon Kids+ library.
- **Pair with Bluetooth headphones or speakers to listen to your story:** Amazon Kids+ contains over a hundred audiobooks for children, including The Magician's Nephew, Boogie Bear, There's a Snake In My School, Paddington, and titles from Judith Kerr, Michael Morpurgo, and Ben Fogle.
- **Educational tools to build literacy skills:** Kindle Paperwhite Kids includes Word Wise (available for select English titles) offering quick definitions above a word to minimise interruptions, and Vocabulary Builder that creates flashcards of words looked up in the Kindle dictionary for review and learning. It also offers OpenDyslexic, a font preferred by some readers with dyslexia.
- **Achievement badges.** Kids can challenge themselves to read more and earn badges like Serious Reader and Book Worm when they make progress toward pre-defined goals.
- **Parental controls:** Within the easy to use Parent Dashboard, grown-ups can view reading progress, set reading goals, add books to their child's library, and more. As Kindle Paperwhite Kids is designed only for reading, kids do not have access to the Internet, social media, or an ability to make any surprise purchases. And coming soon, parents can use the Bedtime feature to ensure their kids get proper time for sleep, and are well rested for the next day's adventures.

Designed for a Distraction-Free Reading Experience

Kindle Paperwhite Kids is purpose built for reading. By design, it is distraction-free to help kids discover their love of books and develop their literacy skills.

- **Read anytime, anywhere:** The new Kindle Paperwhite Kids has a black and white glare-free display. Featuring an adjustable warm light to shift the shade of the screen from white light to a warm amber, Kindle Paperwhite Kids makes it comfortable to read in a variety of places—whether outside in the sun or bedtime at night.
- **Waterproof and worry-free:** Kids can take their Kindle Paperwhite Kids with them wherever they want to go—whether they're reading before bedtime, playing at the pool, or taking a family trip to the beach. It has been tested to withstand accidental immersion in water, and with a 2-year worry-free guarantee, if it breaks, return it, and we'll replace it for free.

- **Improved, immersive design:** It features a larger 6.8-inch 300 ppi glare-free display that appears like real paper, with small borders, fast page turns, and a thin design. It also includes a cover that's made to last—with magnets that close the cover securely and a durable exterior that protects it from scratches.
- **Convenience for kids on the go:** Kindle Paperwhite Kids can last up to 10 weeks on a single battery charge, and can charge from zero to full battery in 2.5 hours or less, using a 9W adapter or larger, making it the perfect device for families and kids on the go.

Pricing and availability

The all-new Kindle Paperwhite Kids is £139.99 and available for pre-order today at: amazon.co.uk/kindlepaperwhitekids. It will start shipping on October 27. Customers can choose from three kid-friendly cover designs: Black and two patterns, 'Emerald Forest' and 'Robot Dreams'. Every Kindle Paperwhite Kids comes with 1 year of Amazon Kids+, which auto-renews after 1 year and can be cancelled at any time.

For existing Amazon Kids+ customers who purchase the new Kindle Paperwhite Kids, your subscription will be automatically replaced on the day you activate the device, and your included one year of Amazon Kids+ will begin.

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. Amazon strives to be Earth's Most Customer-Centric Company, Earth's Best Employer, and Earth's Safest Place to Work. Customer reviews, 1-Click shopping, personalised recommendations, Prime, Fulfilment by Amazon, AWS, Kindle Direct Publishing, Kindle, Career Choice, Fire tablets, Fire TV, Amazon Echo, Alexa, Just Walk Out technology, Amazon Studios, and The Climate Pledge are some of the things pioneered by Amazon. For more information, visit amazon.co.uk/about and follow [@AmazonNewsUK](https://twitter.com/AmazonNewsUK).

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