



Amazon Cloud Player Desktop App Now Available for PC and Mac

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A Simple, Smart, Fast Way to Enjoy Your Entire Music Library from Your Desktop – Online or Offline

Luxembourg, 22nd November 2013 - Amazon today announced the availability of Amazon Cloud Player for PC and Mac for Amazon.co.uk customers. The free [new app](#) provides PC and Mac users with a seamless way to manage their entire music library – whether saved on their computer or in the cloud – and shop from the [Amazon MP3 Store](#) with a catalogue in the UK which has now exceeds 28 million songs. Amazon Cloud Player for PC and Mac features include:

- **One-place for all your music:** Play your Amazon and iTunes music all from one place, even when offline.
- **A music library that is always up-to-date:** Cloud Player automatically detects and adds new music to your library even if you bought it from iTunes or ripped a CD. The app does all the work for you.
- **An integrated MP3 Store:** You can shop from the Amazon MP3 catalogue of more than 28 million songs and discover new music with personalised recommendations, all without having to leave the app.
- **AutoRip:** Buy an [AutoRip](#) CD or vinyl record from Amazon and a free MP3 version of the album will be added to your Cloud Player for PC and Mac library.
- **Built for speed:** Cloud Player for PC and Mac is lean, mean and made for your music. It'll get you from launch to play in seconds.
- **Music management made simple:** Download your MP3 purchases automatically or with one click. Export your music to other music players. Create and manage playlists using simple drag-and-drop.
- **Instant search & play:** Find music easily and quickly. Type anywhere to search for an artist, album or song and play directly from the search results.
- **Rich artist content:** See artist photos, bios, tweets, and gorgeous, large album art.
- **Anywhere access:** Music purchased using Amazon Cloud Player for PC and Mac is securely backed up in the cloud for free and made instantly available on any Kindle Fire, Android phone or tablet, iPhone, iPad, iPod touch, Sonos, PC or web browser.

"Cloud Player offers customers the easiest way to enjoy their music and was introduced to support our goal of enabling Amazon customers to enjoy all their music, wherever they are, and on any device," said Steve Bernstein, Director, EU Digital Music, Amazon Media EU S.à r.l.

"Our customers have told us they love our Cloud Player mobile and tablet app, and we are excited to bring the same great experience to our PC and Mac users," added Steve Boom, Vice President of Digital Music for Amazon.

Amazon Cloud Player for PC and Mac is available today for free at www.amazon.co.uk/cloudplayerforpc.

-Ends-

-Notes to Editors-

For more information please the Amazon press office:

About Amazon.co.uk Cloud Player

Cloud Player is a service that enables customers to securely store their personal music in the cloud and play it on a wide range of devices. Amazon Cloud Player is automatically integrated into Kindle Fire, so when a customer turns on their device, they can enjoy all the benefits of Cloud Player right out of the box. Customers can visit www.amazon.co.uk/cloudplayer or download the app on iOS or Android.

Amazon.co.uk Cloud Player eliminates the need to download files before playing them. MP3 songs and albums customers purchase from Amazon – even those purchased in the past – can be automatically saved to Cloud Player, so customers have a secure backup copy of the music they buy at Amazon, free of charge. Customers can also import the rest of their music, including music purchased from iTunes or ripped from CDs. All Amazon purchases and the first 250 imported songs are stored for free, or customers can import up to 250,000 songs for £21.99 per year.

About Amazon MP3

The Amazon MP3 Store offers customers more than 28 million songs worldwide and hundreds of thousands of albums with everyday low prices on bestselling albums. All Amazon MP3s are DRM-free, and work on virtually any device that plays MP3s, including Kindle Fire, Kindle Fire HD, Android phones and tablets, iPhones, iPads, and iPods, and Macs and PCs.

About Amazon AutoRip

Amazon AutoRip is a new service that gives customers free MP3 versions of CDs and vinyl music they purchase from Amazon. When customers purchase AutoRip CDs and vinyl the MP3 versions are automatically added to their Cloud Player libraries where they are available, free of charge, for immediate playback or download – no more waiting for the CD to arrive. Additionally, customers who have purchased AutoRip albums at any time since Amazon.co.uk first opened its Music Store in 1999 will find MP3 versions of those albums in their Cloud Player libraries – also automatically and for free. More than 350,000 albums, including titles from every major record label, are available for AutoRip, and more titles are added all the time – customers can just look for the AutoRip logo.

Visit www.amazon.co.uk/AutoRip for more details.

About Amazon.co.uk

Amazon.co.uk opened its virtual doors in October 1998 and strives to be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online, and endeavours to offer its customers the lowest possible prices.

Amazon.co.uk and other sellers offer millions of new, refurbished and used items in categories such as Baby, Books, Car & Motorbike, Clothing, DIY & Tools, DVD, Electronics & Photo, Grocery, Health & Beauty, Home & Garden, Jewellery, MP3, Music, Musical Instruments & DJ, Office, PC, Pet Supplies, Shoes, Software, Sports & Leisure, Toys & Games, Video Games and Watches.

Kindle is the world's bestselling e-reader family and Kindle Paperwhite is our most advanced e-reader. It features new display technology with higher contrast, the next generation built-in light, a faster processor, the latest touch technology, and exclusive new features designed from the ground up for readers. Kindle, the lightest and smallest Kindle, features improved fonts and faster page turns. The new Kindle Fire HDX features a stunning exclusive 7" or 8.9" HDX display, a quad-core 2.2 GHz processor, 2x more memory, and 11 hours of battery life, as well as exclusive new features of Fire OS 3.0. The all-new Kindle Fire HD includes an HD display, high-performance processor and dual speakers at a breakthrough price.

Amazon Web Services provides Amazon's developer customers with access to in-the-cloud infrastructure services based on Amazon's own back-end technology platform, which developers can use to enable virtually any type of business.

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Forward-Looking Statements

This announcement contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Actual results may differ significantly from management's expectations. These forward-looking statements involve risks and uncertainties that include, among others, risks related to competition, management of growth, new products, services and technologies, potential fluctuations in operating results, international expansion, outcomes of legal proceedings and claims, fulfillment centre optimization, seasonality, commercial agreements, acquisitions and strategic transactions, foreign exchange rates, system interruption, inventory, government regulation and taxation, payments and fraud. More information about factors that potentially could affect Amazon.com's financial results is included in Amazon.com's filings with the Securities and Exchange Commission, including its most recent Annual Report on Form 10-K and subsequent filings.

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For more information and images please visit the press centre – <http://www.amazon.co.uk/pr>