



## Amazon Cloud Player Now Available on Sonos Wireless HiFi System

September 24, 2013

*"Your Music, Everywhere" – Cloud Player customers in the UK can now enjoy their music on the Sonos wireless HiFi systems, played from across the broadest selection of devices – including Kindle Fire, Kindle Fire HD, Android devices, iPhone, iPad, iPod Touch, Mac, and PC*

Luxembourg - 24 September 2013: Amazon.co.uk today announced that Amazon Cloud Player is now available on the Sonos Wireless HiFi System, allowing Amazon MP3 customers to listen to their music library throughout their home wirelessly.

Amazon Cloud Player already enables millions of customers around the world to securely manage and stream their music in the cloud on any Kindle Fire, Kindle Fire HD, Android device, iPhone, iPad, iPod Touch, Mac and PC. Now with availability on Sonos, Amazon Cloud Player continues to offer a broad selection of cloud playback solutions. For more information about Amazon Cloud Player on Sonos, visit: [www.amazon.co.uk/cloudplayerforsonos](http://www.amazon.co.uk/cloudplayerforsonos).

"Our goal is to enable customers to enjoy all their music, wherever they are, and on any device," said Steve Boom, Vice-President, Digital Music at Amazon. "Launching on Sonos today in the UK, following the success of Amazon Cloud Player for Sonos in the US, is an important part of that strategy."

Added Steve Bernstein, Director, EU Digital Music at Amazon EU Media S.à.r.l, "We're excited to bring Amazon Cloud Player for Sonos to our customers in the UK, giving them a great solution to store their music in the cloud and then stream it everywhere in their homes."

"We are excited to broaden our partnership with Amazon to offer Amazon Cloud Player to customers in the United Kingdom, Germany, France, Italy and Spain." said John MacFarlane, Chief Executive Officer, Sonos, Inc. "This supports our mission of giving you access to all the music on earth and the ability to wirelessly stream it throughout your home in Sonos HiFi sound."

In June Amazon launched AutoRip in the UK, a new service giving customers free MP3 versions of CDs and vinyl music they purchase from Amazon. When customers purchase AutoRip CDs and vinyl the MP3 version is automatically added to their Cloud Player library available, free of charge, for immediate playback or download. 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 have been automatically added to their Cloud Player libraries for free.

**-Ends-**

**For more information please contact the Amazon.co.uk Press Office:**

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### **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](http://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 20 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](http://www.amazon.co.uk/AutoRip) for more details.

### **ABOUT SONOS**

Founded in 2002, Sonos® is the leading manufacturer of wireless music systems. The Sonos Wireless HiFi System lets you stream all the music on earth wirelessly in every room of your home with control from your Android® smartphone, iPhone®, or iPad®. In addition to playing your personal digital music collection, Sonos gives you access to millions of songs and thousands of radio stations by partnering with AUPEO, Deezer, iheartradio, JUKE, Last.fm, MOG, Napster®, Pandora®, Rdio®, Rhapsody®, SiriusXM Internet Radio, Slacker Radio®, Spotify, Stitcher SmartRadio™, TuneIn,

Wolfgang's Vault, and more. The award-winning Sonos Wireless HiFi System is available at more than ten thousand retailers in over 65 countries worldwide; or direct from Sonos at [www.sonos.com](http://www.sonos.com). Sonos, Inc. is a privately-held company, headquartered in Santa Barbara, California with offices in Cambridge, Massachusetts, Hilversum, Netherlands, Shenzhen, China, and Penang, Malaysia.

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#### **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. Kindle Fire HD features a stunning custom high-definition display, exclusive Dolby audio with dual stereo speakers, high-end, laptop-grade Wi-Fi with dual-band support and dual-antennas, enough storage for HD content, and the latest generation processor and graphics engine—and it is available in two display sizes—7" and 8.9".

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 center 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.