



Digital Downloads for Software and Video Games Now Available at Amazon.co.uk

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More than 600 software and video game titles available immediately for PC and Mac download

www.amazon.co.uk/digitalgames

www.amazon.co.uk/softwaredownloads

Luxembourg, 7 August 2013 - Amazon EU S.à.r.l today announced the launch of digital downloads for software and video games at Amazon.co.uk, enabling customers to download blockbuster and classic video games and popular software from major publishers directly to their PC or Mac.

Customers can start downloading the product as soon as their purchase is completed - no more waiting for the package to arrive. Popular video gaming titles being made available for download from today include Tomb Raider, Far Cry 3, The Sims 3, Borderlands 2 and Mass Effect 3. In addition to traditional software and video games, customers will find a growing selection of popular free-to-play games such as Stronghold Kingdoms and Second Life at the Free-To-Play Store (www.amazon.co.uk/freetoplay).

Customers can download free games as well as purchase in-game content, such as points, game objects or currency, and have them instantly accessible in-game. In addition to the extensive offering of video games, a broad range of software packages are being made available including Microsoft Office, Adobe Photoshop, anti-virus and security products from Norton and Kaspersky, business software from Sage and language learning software from Rosetta Stone.

"Customers buying software and video games who want their products quickly can now download these products straight to their computer with the click of a button," said Xavier Garambois, Vice-President, European Consumer Business at Amazon EU S.à.r.l. "Not only is this exciting for everyday purchases but for major upcoming releases, Amazon customers will be able to get their hands on products without waiting for them to arrive in the post."

Features of the new digital download stores at Amazon.co.uk include:

- **Free storage and backup:** all software and video game downloads are stored for free in the customer's own digital library (Your Games & Software Library), where they can review product keys and re-download their purchases at any time (subject to product licence limitations).
- **Pre-orders:** customers can place pre-orders on titles to be released in the future, ensuring the software or game is available for download immediately on its release date, guaranteed to be at the lowest price offered by Amazon between when they placed the order and when it is fulfilled.
- **Competitive pricing and shopping convenience:** digital download products are available at competitive prices with all the shopping convenience of Amazon, including extensive customer reviews, what other items customers buy, recommendations and top-class customer support.
- **Product codes:** customers can purchase online product codes and keys which can be redeemed on sites such as Origin, Xbox LIVE or Microsoft Office.com.

For more information about the new digital video games and software stores visit www.amazon.co.uk/digitalgames and www.amazon.co.uk/softwaredownloads

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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 Paperwhite is the most-advanced e-reader ever constructed with 62% more pixels and 25% increased contrast, a patented built-in front light for reading in all lighting conditions, extra-long battery life, and a thin and light design. The new latest generation Kindle, the lightest and smallest Kindle, now features new, 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 and data 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.