



## Introducing Amazon AutoRip for Customers in the UK: Customers Will Now Receive Free MP3 Versions of CDs and Vinyl Music Purchased From Amazon.co.uk - Past, Present and Future

June 27, 2013

**Customers who have purchased AutoRip CDs and vinyl from Amazon.co.uk dating back to 1999 will find MP3 versions automatically added to their Amazon Cloud Player account, free of charge**

***AutoRip is the latest in a series of customer benefits exclusive to the Amazon ecosystem of digital content  
10 top-selling albums of all time on Amazon.co.uk revealed – Adele's 21 & 19 take top 2 spots***

Luxembourg 27 June 2013 – Amazon.co.uk today announced the launch of Amazon AutoRip, 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.

"What would you say if you bought CDs, vinyl or even cassettes from a company 14 years ago, and then 14 years later that company licensed the rights from the record companies to give you the MP3 versions of those albums... and then to top it off, did that for you automatically and for free?" said Jeff Bezos, Amazon.com Founder and CEO. "Well, starting today, it's available to all of our Amazon.co.uk customers – past, present, and future – at no cost. We love these opportunities to do something extra for our customers."

AutoRip features include:

- **Free digital copies:** Amazon customers who purchase AutoRip CDs and vinyl get free MP3 versions of the albums delivered directly to their Cloud Player libraries – automatically, immediately, and at no cost – no more hassle with ripping CDs and finding a way to get them onto your favourite devices
- **CD, vinyl and cassette purchases dating back to 1999:** MP3 versions of AutoRip CDs, vinyl and cassettes that customers have purchased since the launch of Amazon.co.uk's music store in 1999 will also be delivered to their Cloud Player libraries for free
- **Enjoy everywhere:** Music can be played instantly from any Kindle Fire HD, Kindle Fire, Android phone or tablet, iPhone, iPad, iPod Touch and any web browser, giving customers the freedom to enjoy music from more devices than any other major cloud locker music service
- **Free storage and backup:** All AutoRip MP3s are stored for free in customers' Cloud Player libraries and do not count against Cloud Player storage limits. Customers can buy music and know that it is safely stored in Cloud Player and accessible from any compatible device
- **High-quality audio:** AutoRip music is provided in high-quality 256 Kbps MP3 audio

AutoRip is available for recent, bestselling and classic albums including *21* by Adele, *Our Version of Events* by Emeli Sandé, *Babel* by Mumford & Sons, *Only By The Night* by Kings of Leon, *Pet Sounds* by The Beach Boys, *London Calling* by The Clash and *Thriller* by Michael Jackson. The Amazon MP3 Store catalogue offers more than 26 million songs and everyday low prices on best-selling albums, many starting at £4.99. The top 10 albums sold by Amazon.co.uk since 1999 are as follows (all eligible for AutoRip):

21	Adele
19	Adele
Progress	Take That

I Dreamed A Dream	Susan Boyle
Now That's What I Call Music! 83	Various artists
Only By The Night	Kings Of Leon
Back To Black (Bonus track)	Amy Winehouse
Sigh No More	Mumford & Sons
Now That's What I Call Music! 80	Various artists
Now That's What I Call Music! 77	Various artists

For more information about AutoRip visit [www.amazon.co.uk/AutoRip](http://www.amazon.co.uk/AutoRip)

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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 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.