



Amazon announces creation of a further 100 new jobs at global digital media innovation hub in London

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LONDON – 9th January 2013 – Amazon has announced the creation of a further 100 new jobs at its global Digital Media Development Centre in London.

The centre, near The Barbican, opened in September to house hundreds of employees in design and development teams from Pushbutton and LOVEFiLM, which are both Amazon companies. Since then, 100 additional, new team members have been employed and a further 100 will now be recruited in the early part of this year.

"We have always known that there is a wealth of tech talent here in London and we continue to look for the most creative minds in the UK to work on the next generation of TV and film services for Amazon customers all over the world," said Paula Byrne, Managing Director of the Centre in London. "There has never been a more exciting time in the technology world with constant innovation resulting in exceptional experiences for consumers and we are looking for 100 new recruits to play an integral part in the future of Amazon's digital offering."

The 100 new roles created, and currently being recruited for, include software development engineers, user-interface experts and graphic designers.

The Amazon Digital Media Development Centre in London focuses on new digital media projects that will benefit Amazon customers all over the world. This includes the creation of interactive digital services for TVs, game consoles, smartphones and PCs; the development of the digital media experience on Amazon websites around the world; and the building of services and APIs that power that digital media experience.

One of the most recent innovations from the London Development Centre was the LOVEFiLM Instant Application on Nintendo Wii U. LOVEFiLM members who own the latest addition to the Nintendo family can access the [LOVEFiLM Instant application](#), which comes pre-installed on the device, from the Wii U dashboard. Once logged in, members can watch, search and browse titles from the LOVEFiLM streaming catalogue – all as part of their existing membership package. LOVEFiLM's Watch List is also included, allowing film and TV fans to add titles in the streaming library to a personalised queue for easy access later. The LOVEFiLM Instant app is also enhanced by the second screen functionality of the Wii U console. Members using the Wii U GamePad controller benefit from an improved user experience, including the ability to view video content on both the TV and GamePad, or access details of films or TV shows (such as casting or episode lists) when browsing the LOVEFiLM Instant library.

LOVEFiLM Instant is now available on a complete range of living room devices including Amazon's Kindle Fire HD, PlayStation®3, iPad® and Xbox 360 in addition to Wii and Wii U, plus a growing number of Blu-ray players and Internet-connected TVs. Unlimited streaming packages start from just £4.99 a month – the lowest of any comparable subscription service.

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Paula Byrne, Managing Director of the Amazon Digital Media Development Centre, is available for interview. Paula is a Liverpoolian and seasoned media executive. Prior to launching Pushbutton in 2002, she held a number of senior director-level roles in tech-related media companies and was responsible for launching a wide range of world first interactive TV services.

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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.