



Biggest Sales Day Ever for Kindle Family on Black Friday: Kindle Sales Triple the Previous Record

November 26, 2012

Customer rush to snap up Kindle Fire for just £99 as it becomes the bestselling product across all of Amazon.co.uk on Black Friday

Customers can still take advantage of Kindle Fire at this amazing price until midnight, Monday 26th November

Luxembourg - 25th November 2012 – Amazon EU today announced that Black Friday was the biggest sales day ever for the Kindle Family. Sales of Kindle devices were more than three times higher than any other single day in the history of Amazon.co.uk.

Christmas shoppers made Kindle Fire the bestselling product across all of Amazon.co.uk on Black Friday, snapping it up for an incredible £99.

"In response to strong customer demand we included Kindle Fire in Black Friday deals week, dropping the price to just £99, and the reaction has been incredible. Customers purchased more than three times as many Kindle devices on Black Friday than on any other day in its history on Amazon.co.uk, and our previous record was impressive," said Jorrit Van der Meulen, Vice President, Kindle EU. "This fantastic Kindle Fire offer runs until midnight, Monday 26th November, so customers still have time to snap up a Kindle Fire in time for Christmas."

The all-new Kindle Fire, which usually retails for £129, gives customers access to Amazon's vast selection of content – over 22 million movies, TV shows, songs, apps, games, books and magazines, with seamless integration with the Amazon Cloud, Whispersync, and a brilliant 7" touchscreen—a faster processor for 40% faster performance than the original Kindle Fire, twice the memory and longer battery life.

Kindle Fire HD, our most-advanced 7" tablet, provides access to Amazon's vast selection of digital content and offers a stunning customised HD display with the fastest Wi-Fi, exclusive Dolby audio with two stereo speakers, high-performance processor and graphics engine for the most immersive HD experience available on a lightweight, portable 7" tablet, at a breakthrough price of £159.

Kindle Paperwhite is our most advanced e-reader ever built with 62% more pixels and 25% higher contrast, a patented built-in front light for reading in all lighting conditions, uncompromised battery life of up to eight weeks, and a thin and light design. Kindle Paperwhite Wi-Fi + 3G is the top-of-the-line e-reader and offers the same new design and features of Kindle Paperwhite, with the unparalleled added convenience of free 3G wireless.

The all-new Kindle is incredibly small and lightweight, now with faster page turns, improved fonts and parental controls. At just £69 it's the perfect entry-level Kindle for all readers.

Customers can learn more about the Kindle family at www.amazon.co.uk/kindlefamily.

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Amazon.co.uk Ltd Press Office:

For more information please contact the Amazon.co.uk Ltd Press Office on 0208 636 9280 or email pressoffice@amazon.co.uk.

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 our most-advanced e-reader ever 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 is our most-advanced tablet, with a stunning customised high-definition display, exclusive Dolby audio with dual stereo speakers, high-end laptop-grade Wi-Fi with dual-band support and dual antennas/MIMO, enough storage for HD content, and the latest generation processor and graphics engine. The all new Kindle Fire features a faster processor for 40% faster performance, twice the memory, and longer battery life.

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](https://www.amazon.com)'s financial results is included in [Amazon.com](https://www.amazon.com)'s filings with the Securities and Exchange Commission, including its most recent Annual Report on Form 10-K and subsequent filings.