



Kindle Fire available at just £99 for the remainder of Black Friday Deals Week

November 22, 2012

Luxembourg – 22nd November, 2012 – Tens of thousands of Amazon.co.uk customers have already benefitted from millions of pounds of savings on hundreds of high discount deals during Black Friday Deals Week and now they can buy a Kindle Fire for just £99.

For the first time, Amazon.co.uk is extending Black Friday Deals Week over the weekend with new deals added and a second chance to snap up amazing deals they may have missed earlier this week. The £99 deal on Kindle Fire (which usually retails at £129) will run throughout the remainder of Black Friday Deals Week.

"Many customers have included Kindle Fire on their Christmas Wish Lists and have been asking for the device to be included in Black Friday Deals Week. Now we have and at a bargain price of under £100," said Christopher North, Managing Director, Amazon.co.uk Ltd. "There are many more products and many more items still to be included in Black Friday Deals Week, so we would encourage customers to check back regularly."

Brand new Black Friday deals to look out for from tomorrow will include Kindle Fire for £99 and the following limited time, limited quantity 'lightning deals':

- Jamie's '15-Minute Meals'
- One Direction signed copies of their new album 'Take Me Home'
- PlayStation 3 Console Bundle
- Men in Black I-III Blu-ray Box Set
- Barbie's California Dream House

Some of the most popular deals so far during Black Friday Deals Week have included:

- Harry Potter - The Complete 8-Film Blu-ray Collection– 35% off
- Samsung Galaxy S 8GB Wi-Fi MP3 Player with 4.2 inch Display – 46% off
- ghd Pink Cherry Blossom Limited Edition Gold Series Classic Styler Hair Straightener Gift Set – 30% off
- 6 Month Subscription to LOVEFiLM - Unlimited Movies and TV Series – 67% off
- Bosch TAS6515GB Tassimo Beverage Maker with LCD Display – 32% off

"The inclusion of themed hours this year has helped customers find deals on the type of products they are looking for, from Christmas preparation essentials to Fashion and Beauty items," said Xavier Garambois, Vice President of EU Retail at Amazon.

A Family themed hour will run on Black Friday itself with great savings on everyday essentials, baby care and family entertainment. Deals during the Family hour will include Active Fit nappies, Johnson & Johnson baby wipes, travel cots, sweets, Nintendo Wii, Mr Men complete book series and Toy Story 1-3 DVD box set.

Despite the success of Black Friday Deals Week, Amazon.co.uk expects its biggest single day in terms of items ordered to be Monday 3rd December – Cyber Monday – with the highest volume of customer orders expected to be placed at 9.20pm. Last year, Amazon.co.uk took orders for over 3 million items on its busiest day (Monday 5th December).

Customers can find out more about Black Friday by visiting www.amazon.co.uk/blackfriday, by following [Amazon.co.uk](https://twitter.com/AmazonUK) on Twitter [www.twitter.com/AmazonUK](https://twitter.com/AmazonUK) or by visiting our Facebook page www.facebook.com/AmazonUK.

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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 our most-advanced e-reader with 62% more pixels and 25% higher 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'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.