



'Black Friday Deals Week' Returns to Amazon.co.uk with Millions of Pounds of Savings on Hundreds of Must-Have Christmas Gifts over Five Days of Incredible Deals

November 7, 2011

'Black Friday Deals Week' to feature over 500 great products in 2011

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7th November 2011 – 'Black Friday Deals Week' returns to Amazon.co.uk with five days of high discount, limited time, limited quantity deals on over 500 great products from Monday 21st to Friday 25th November. Following the success of the first ever UK 'Black Friday Deals Week' in 2010, Amazon.co.uk will have deals on twice as many products this year including fashion, beauty, books, music, electronics, home, sports, and much more.

Offers on Amazon.co.uk during 'Black Friday Deals Week' will include 'Lightning Deals' with a limited quantity of a product being offered at a discount for a limited period of time.

"Great bargains were flying off Amazon's virtual shelves last year as customers were quick to click to get a deal before the offer expired," said Christopher North, Managing Director, Amazon.co.uk Ltd. "Doubling the deals for 2011 will mean tens of thousands of additional items are available. The high discounts on offer mean that many items may go quickly, so customers are advised to check back regularly in order to snap up a bargain before the end of Black Friday."

In 2010, some of the deals available as part of 'Black Friday Deals Week' included:

- New release CDs from Susan Boyle and Take That for £1
- Microsoft Xbox and Nintendo Wii consoles for £50
- Le Creuset Cookware with 50% off RRP
- Harry Potter Blu-ray Box Set with 70% off RRP
- Canon Powershot Cameras with over 70% off RRP
- Other highlights included huge savings on LEGO, Adobe software, Timex watches, and Sony TVs

Every year, towards the end of November, millions of shoppers on the other side of the Atlantic take advantage of the massive savings offered by retailers around 'Black Friday', the discount shopping day that follows Thanksgiving in America. 'Black Friday' signals the start of the Christmas shopping period in the US and it is reported that over \$45bn was spent by shoppers in America over 'Black Friday' weekend in 2010.

Customers can keep track of all the deals by visiting www.amazon.co.uk/blackfriday, by following Amazon.co.uk on Twitter www.twitter.com/amazonUK or by visiting our Facebook page www.facebook.com/amazonUK

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For further information please contact the Amazon.co.uk Ltd press office on 020 8636 9280.

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 and Motorbike, Clothing, DIY and Tools, DVD, Electronics and Photo, Grocery, Health and Beauty, Home and Garden, Jewellery, MP3, Music, Musical Instruments and DJ, Office, PC, Pet Supplies, Shoes, Software, Sports and Leisure, Toys and Games, Video Games and Watches.

The all-new Kindle is the lightest, most compact Kindle ever. The all-new Kindle, Kindle Keyboard 3G with free 3G Wireless and Kindle Keyboard Wi-Fi are the revolutionary portable readers that wirelessly download books, magazines, newspapers, blogs and personal documents to a 6-inch, advanced electronic ink display that reads like real paper even in bright sunlight. Kindle is the #1 bestselling product across the millions of items sold on Amazon.co.uk.

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.

Amazon.co.uk is a trading name for Amazon EU S.a.r.l, Amazon Services Europe S.a.r.l and Amazon Media EU S.a.r.l. All three are wholly owned subsidiaries of global online retailer Amazon.com, Inc (NASDAQ:AMZN), located in Seattle, Washington.

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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.