



Amazon Acquires Pushbutton

July 28, 2011

Luxembourg – 28 July 2011: Amazon.com, Inc. (NASDAQ: AMZN) today announced that it has acquired Push Button Holdings Ltd. Pushbutton develops applications for next-generation interactive television and connected devices by combining innovative technology with excellence in creative design.

"Pushbutton has a strong reputation for delivering amazing user experiences on connected devices," said Greg Greeley, Amazon's Vice President of European Retail. "They were instrumental in helping launch the LOVEFiLM player through a variety of devices, and we look forward to helping them continue to innovate on behalf of customers."

"With Amazon and LOVEFiLM's support, we look forward to offering our clients, as well as their customers, even more ways to access digital services in the future," said Paula Byrne, Pushbutton Managing Director.

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

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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 and Kindle 3G are the revolutionary portable readers that wirelessly download books, magazines, newspapers, blogs and personal documents to a crisp, high-resolution electronic ink display that looks and reads like real paper. Kindle 3G utilises the same 3G wireless technology as advanced mobile phones, so users never need to hunt for a Wi-Fi hotspot. Kindle is the #1 bestselling product across the millions of items sold on Amazon.com.

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.