



'Checkout by Amazon' launches in the UK

March 30, 2011

Millions of Amazon customers can now checkout directly on other retail websites

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Luxembourg – 30 March, 2011 – Checkout by Amazon™ (CBA) is now available in the UK, making it easy for millions of Amazon customers to purchase securely on another retailer's website using their Amazon account credentials.

Online retailers in the UK can integrate CBA into their site and offer customers the simple and trusted Amazon checkout experience. Amazon customers can now use their Amazon account to checkout quickly, easily and securely without leaving the retailer's web site.

"We are focused on making it extraordinarily simple for Amazon customers to shop anywhere online," said Eric Broussard, General Manager of Amazon Payments Europe which operates CBA for Europe. "Launched in the U.S. in 2008, Checkout by Amazon now makes it possible for over a hundred million Amazon customers worldwide to shop securely and conveniently on retail sites all over the UK."

"Checkout by Amazon enables our customers to select the delivery address and the default credit card they already have on file at Amazon right on our site," said Karl Moss, CEO of MyMemory, the electronics, games and media seller. "Checkout by Amazon is the only solution we've found that gives us the flexibility to integrate this kind of functionality directly. We believe the easier it is for customers to purchase, the more revenue we'll see."

"We see Checkout by Amazon as a natural extension of commitment to customer service and security," says Marc Woodall, E-commerce Operations Manager for T.H.Baker, the owner of watch and jewellery websites, The Watch Hut and The Jewel Hut. "Our customers trust the Amazon brand and we trust they'll shop more when they use Checkout by Amazon."

Checkout by Amazon offers a seamless checkout experience enabling customers to access their Amazon address book and payment methods directly on a retailer's site, without leaving that site. This means fewer steps to checkout for millions of Amazon account holders and increased average order size and new customers for retailers.

Checkout by Amazon offers a wide range of integration alternatives to make it easy for retailers to provide this new checkout option on their website. These integration options range from cut-and-paste buttons to advanced APIs that integrate with existing retailer shopping baskets and order management systems.

Retailers can register and begin integrating Checkout by Amazon today. Learn more and register at our UK website <http://payments.amazon.co.uk>.

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

About Amazon Payments

Amazon Payments provides consumers, merchants, and developers the simple and trusted way to pay and get paid online. Amazon Payments enables consumers to send and receive payments for goods or services by using the payment methods already associated with their Amazon.com accounts. Go to <http://payments.amazon.co.uk> for more details.

Amazon Payments Europe S.C.A. has its registered office at 5 Rue Plaetis, L-2338 Luxembourg and is registered with the Luxembourg Trade and Companies Register under No. B153265. We are authorized by the Commission de Surveillance du Secteur Financier 100, route d'Arlon, L-2991 Luxembourg as an Electronic Money Institution Licence Number 36/10.

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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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.