



Kindle devices are biggest selling products of Christmas 2010 on Amazon.co.uk

December 26, 2010

26th December 2010: Amazon's revolutionary wireless reading devices, Kindle (3G + Wi-Fi and Wi-Fi only) were the biggest selling products of Christmas 2010 on Amazon.co.uk. The big movies of 2010 – 'Toy Story 3', 'Inception' and 'Eclipse' – all featured in the top ten along with bestselling video game 'Call of Duty: Black Ops', bestselling book 'Jamie's 30-Minute Meals' and bestselling album 'Progress' by Take That.

"This was the first Christmas that Kindle and Kindle 3G have been available from Amazon.co.uk and the demand has been exceptional," said Brian McBride, Managing Director of Amazon.co.uk Ltd. "At only £109, Kindle has been on the top of Christmas Wish Lists all over the country this year and we expect to see many people visiting the Kindle Store over the days that follow Christmas to take advantage of the massive selection of low-price Kindle Books available."

Orders for over 2.3 million items were received on Amazon.co.uk on its busiest day in the run up to Christmas (Monday 6th December) this year – a rate of around 27 items ordered per second. At its peak, Amazon's UK fulfilment centres shipped over 1.6 million units in one 24-hour period, which represents about 856 tonnes of goods and means that on average a delivery truck was leaving an Amazon distribution centre once every 3 minutes and 23 seconds.

THE AMAZON.CO.UK CHRISTMAS 2010 BESTSELLERS IN FULL (1st November to 17th December 2010)

1. Kindle (3G + Wi-Fi and Wi-Fi only)
2. Toy Story 3 DVD
3. Call of Duty: Black Ops
4. Progress – Take That
5. Inception DVD
6. Jamie's 30-Minute Meals – Jamie Oliver
7. Now That's What I Call Music! 77
8. Eclipse DVD
9. Downton Abbey Series 1 DVD
10. Just Dance 2 (Wii)

BEST-SELLING TOYS ON AMAZON.CO.UK (1st November to 17th December 2010)

The bestsellers in the Amazon.co.uk Toys and Games Store at Christmas 2010 included word game 'Bananagrams' at number one, closely followed by 'VTech Kidizoom Digital Cameras' and 'BrainBox All Around the World Educational Card Game' in second and third respectively. 'Harry Potter Hogwarts Lego' was fourth.

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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 & 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.