



Kindle revealed as most wished for product on Amazon.co.uk in run up to Christmas

November 1, 2010

Amazon.co.uk's Christmas Store opens with Amazon's revolutionary wireless reading device appearing on more customer Wish Lists than any other product on Amazon.co.uk

November 01, 2010:

On the day that the Amazon.co.uk Christmas Store opens, Kindle – Amazon's revolutionary wireless reading device – is revealed as the most wished for product on Amazon.co.uk for Christmas 2010 ahead of other must-have gifts including Christopher Nolan's box office hit 'Inception', family favourite 'Toy Story 3', video game 'Call of Duty: Black Ops' and the latest DVD from the ever-popular Twilight Saga, 'Eclipse'.

Millions of Amazon customers regularly update their Amazon Wish List – a personalised list of all the things that a customer would love to own from an Amazon website. Friends and family use these lists to purchase the perfect present and the most wished for items on Amazon.co.uk provide an interesting insight into what UK shoppers really want for Christmas this year.

"Kindle has been the number one bestselling item on Amazon in the US for two years running as well as the most-wished-for, most-gifted, and the most 5-star reviews of any product and we're seeing the same trends emerging now in the UK." said Brian McBride, Managing Director of Amazon.co.uk Ltd. "Kindle is already the number one bestselling and number one most wished for item on Amazon.co.uk since the launch of the UK store just a few months ago."

Alongside Kindle, some of the other most wished for products as Christmas nears include the VTech Kidizoom Plus Multimedia Digital Camera for kids, Bomb Cosmetics Bath Gift Sets and Joseph Joseph kitchenware.

Stephen Fry's autobiographical 'The Fry Chronicles' and Nigella Lawson's 'Kitchen: Recipes from the Heart of the Home' are the most-wished for books, whilst FIFA 11 and Formula 1 2010 join Call of Duty: Black Ops as the must-have video games. That title looks set to continue the success of the Call of Duty series. Last year's 'Call of Duty: Modern Warfare 2' was not only the biggest selling video game of 2009 but also the top-selling product for Christmas last year.

The Amazon.co.uk Christmas store launches today, allowing you to find the perfect gift by person or budget, whether you're spending £5 on your little brother or £150 on your grandmother. The store also features bestsellers and most-gifted items from across the site.

CUSTOMERS' MOST WISHED-FOR PRODUCTS ON AMAZON.CO.UK

1. Kindle (Electronics)
2. Inception (DVD & Blu-ray)
3. Toy Story 3 (DVD & Blu-ray)
4. Call of Duty: Black Ops (Video Games)
5. Twilight Saga: Eclipse (DVD & Blu-ray)

CUSTOMERS' MOST WISHED FOR BY STORE

TOYS

VTech Kidizoom Plus Multimedia Digital Camera

LEGO Toy Story 7590 Woody and Buzz to the Rescue

Mookie Peppa Pig Sit n Bounce

Playskool Mr Potato Head Toy Story 3 Buzz Lightyear

JEWELLERY & WATCHES

Casio W-59-1VX Alarm/Chronograph Watch

Lord of the Rings Sterling Silver Arwen's Evenstar large

Timex T Series Mens Watch with Black Leather Strap

Silver Ladies Filigree Open Heart Pendant

HEALTH & BEAUTY

Bomb Cosmetics Bath gift sets

The Genie Head Massager

Barry M cosmetics

Burt's Bees gift packs

ELECTRONICS

Kindle

Apple iPod Touch 32GB 4th Generation

Samsung 32-inch Widescreen Full HD TV

Sony Blu-ray player

HOME & GARDEN

Philips Imageo LED Rechargeable Candle Lights

AnySharp Global World's Best Knife Sharpener

Joseph Joseph Food Preparation Nesting Bowls and Chopping Boards

PT Family Time Photoframe Clock

DVD

Inception

Toy Story 3

Twilight Saga: Eclipse

Iron Man 2

MUSIC & MP3

Come Around Sundown – Kings of Leon

Flamingo – Brandon Flowers

Science & Faith - The Script

Teenage Dream - Katy Perry

BOOKS

The Fry Chronicles – Stephen Fry

Kitchen: Recipes from the Heart of the Home – Nigella Lawson

The Grand Design - Stephen Hawking & Leonard Mlodinow

I Shall Wear Midnight - Terry Pratchett

VIDEO GAMES

Call of Duty: Black Ops

FIFA 11

Formula 1 2010

Assassin's Creed Brotherhood

SPORTS

York Cast Iron Kit in a Case - 20 kg

CLOTHING

Fulton Lulu Guinness Birdcage Umbrella

BABY

Lamaze Freddy The Firefly

SHOES

Babycham Robot Applique Lace Shoes

DIY & TOOLS

LED Lenser Police Tech Focus Torch

AUTOMOTIVE

Digital Tyre Inflator, 12 Volt

SOFTWARE

Microsoft Office 2010 Home & Student

GROCERY

Vimto Lollies jar of 200

-ends-

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 the world's most customer-centric company, where people 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 unique new, refurbished and used items in categories such as books, movies, music, MP3, PC and video games, software, electronics and photo, home and garden, toys and games, baby, shoes, jewellery and watches, health and beauty, DIY and tools, clothing, office and sports and leisure.

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

Amazon and its affiliates operate websites, including www.amazon.com, www.amazon.co.uk, www.amazon.de, www.amazon.co.jp, www.amazon.fr, www.amazon.ca and www.amazon.cn.

As used herein, "Amazon.com," "we," "our" and similar terms include Amazon.com, Inc., and its subsidiaries, unless the context indicates otherwise.

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.