



Amazon.co.uk announces free delivery for customers in 17 countries across Europe

October 11, 2010

Millions of products eligible for free delivery with a spend of over £25 at Amazon.co.uk

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Amazon.co.uk today introduced its free delivery service for customers in 17 European countries. Millions of items from Amazon.co.uk's stores are eligible for free delivery which is available on all orders over £25. In October 2009, Ireland became the first country outside the UK to benefit from free delivery at Amazon.co.uk. The countries in which the service will also be available from today include:

- Italy
- Spain
- Poland
- Netherlands
- Portugal
- Greece
- Belgium
- Sweden
- Denmark
- Finland
- Norway
- Luxembourg
- San Marino

"Free delivery has been an important part of the great value Amazon shopping experience for many years and we are delighted to announce its availability to even more European customers in time for Christmas," said Brian McBride, Managing Director of Amazon.co.uk Ltd. "The aim is for European customers to be able to purchase anything they want to buy online at a low price from a vast selection of products. Now, tens of millions of customers in Europe can also benefit from delivery to their door, absolutely free of charge."

Last year, Amazon.co.uk extended its offer to customers across Europe to include a wider selection of products from stores including Electronics, Home & Garden, Baby, Jewellery & Watches, Clothing & Shoes, Sports & Leisure, Health & Beauty and DIY & Tools. Previously, customers across Europe could only purchase items from the Books, Music, DVD & Video, Software & Videogames and Toys stores. Now, items from all these stores can also be shipped for free on orders over £25 to a further 17 countries across Europe.

European customers can also take advantage of Amazon Currency Converter™. Customers using a Visa or MasterCard issued in Euros, Danish Krone, Norwegian Krone or Swedish Krona can pay in that currency at Amazon.co.uk. The exchange rate is displayed at the time of ordering, so customers know exactly what they are paying in their preferred currency rather than having to wait for their card statement.

For more information on Amazon.co.uk's delivery services, including terms and conditions for free delivery and eligible products, please visit: www.amazon.co.uk/eu-shipping.

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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.

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.