



Amazon.co.uk launches Pet Supplies Store

October 1, 2010

New Pet Supplies Store offers low prices and free delivery on thousands of pet products

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Amazon.co.uk today announced the launch of its Pet Supplies Store (www.amazon.co.uk/pets) featuring over 60,000 products from pet food and puppy training kits to bee nests and aquariums. Big name brands to be found in the store include Ezydog, Furminator, Groomers, Gourmet Solitaire, Mikki, Pedigree, Rosewood, Staywell, Touchdog, Wahl and Whiskas.

"The UK is a nation of pet lovers and the new Pet Supplies Store is a one-stop shop offering thousands of products at low prices with free delivery, so there's no need to worry about transporting those bulky items such as pet food, birdcages or even chicken coops," said Ian Bradley, head of Pets Supplies buying at Amazon.co.uk Ltd. "Our aim is to make shopping for pets hassle-free and the new store features a wealth of information from detailed product descriptions to customer reviews, helping animal enthusiasts to find the right product for their pet."

Amazon.co.uk's Pet Supplies Store features a number of separate categories to enable easy browsing including Cats, Dogs, Fish & Aquatic Pets, Small Animals, Birds, Reptiles & Amphibians, Wildlife, Horses and Farm Animals. In addition to a comprehensive offering of staples such as food bowls, pet food, leads and pet beds, the store also features a broad range of fun yet functional items such as pet apparel including coats for dogs and decorated collars.

Some of the great offers currently available at the Pet Supplies Store include:

- 25% off Selected EzyDog Leads, including bestseller 'The 40-inch Black Cujo Lead'
- 25% off Selected Wahl Clippers, including bestseller 'The Multi Cut Mains Dog Clipper Set with Instructional DVD'
- 30% off Selected Yap Pet Beds, including bestseller 'The 26-inch Peluchi Giraffe Oval Pet Bed'

The store benefits from all of Amazon.co.uk's delivery options including unlimited free One-Day Delivery for an annual fee of just £49 with Amazon Prime, and Free Super Saver Delivery with each and every product sold by Amazon.co.uk automatically qualifying for free delivery within the UK*.

Shopping via smartphone offers a fast and convenient way to buy pet supplies and equipment at any time, from anywhere. Just go to the web browser, type in Amazon.co.uk, and you will be presented with the Amazon.co.uk mobile site. Alternatively, iPhone and iPod touch users can visit the App Store to download the Amazon App for iPhone and iPod touch, available at <http://www.amazon.co.uk/iphoneapp>.

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*Please visit www.amazon.co.uk/supersaverdelivery and www.amazon.co.uk/prime for details.

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.