



Kindle Digital Text Platform now enables publishers and authors to sell their books in the Kindle Store on Amazon.co.uk

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LUXEMBOURG – 16th August 2010 – Amazon.co.uk today announced that publishers and authors worldwide are now able to upload and make their books available in the Amazon.co.uk Kindle Store using the self-service Kindle Digital Text Platform. The Kindle Digital Text Platform (<http://dtp.amazon.co.uk>) is a fast and easy tool which allows publishers and authors to add their books and start selling in the new UK Kindle Store in minutes. Books that are uploaded to the UK Kindle Store are available to UK customers via Kindle devices and Kindle apps for iPad, iPhone, iPod touch, PC, Mac and Android-based devices.

"Publishers and authors can now take advantage of the Kindle Digital Text Platform and make their books available to the millions of customers that visit Amazon.co.uk," said Greg Greeley, Amazon Vice President, European Retail. "Sales of Kindle books in the US continue to rise and we are now selling more Kindle books than hardcovers. We expect to see a similar pattern in the UK with publishers and authors benefitting from greatly increased sales as a result of adding their titles to the new Kindle Store via the Kindle Digital Text Platform."

Amazon recently made improvements to the Digital Text Platform such as a more intuitive 'Bookshelf' feature and a simplified process for publishing. Additionally, publishers and authors can upload and make available their books in English, French, German, Spanish, Portuguese and Italian. They are also able to set the digital list price for their titles on Amazon.co.uk in pound sterling.

Publishers that hold publishing rights for the UK and related territories will earn a 35 per cent royalty for sales made on Amazon.co.uk. For sales made in the US via Amazon.com, publishers can take advantage of a 70 per cent royalty option. In the future, Amazon intends to make the 70 per cent royalty option available for UK sales as well.

To learn more about the Kindle Digital Text Platform, visit <http://dtp.amazon.co.uk>

The new Kindle (£149) and Kindle Wi-Fi (£109) are available for pre-order now on Amazon.co.uk. Full details can be found at www.amazon.co.uk/kindle3G and www.amazon.co.uk/kindleWi-Fi. Over 400,000 books including 84 of the 100 Nielsen UK Bestsellers are now available at the UK Kindle Store at www.amazon.co.uk/kindlestore. For new high-resolution images of the new generation Kindle, visit www.amazon.com/pr/kindle/images.

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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.

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