



Announcing a new generation of Kindle: The all-new Kindle is smaller, lighter, and faster, with 50 percent better contrast

July 29, 2010

Kindle's revolutionary wireless delivery and massive selection of content—now in a 21 percent smaller and 15 percent lighter design, with 50 percent better contrast, 20 percent faster page turns, up to one month of battery life, double the storage, and more—only £149, and still with free 3G wireless

Amazon also introduces new Kindle family member: Kindle Wi-Fi—only £109

Kindle available on Amazon.co.uk for the first time

Amazon.co.uk to launch U.K. Kindle Store with the biggest selection and lowest prices of any e-bookstore in the U.K.

July 29, 2010:

LUXEMBOURG—29th July 2010—(NASDAQ: AMZN)—Millions of people are already reading on Kindles and Kindle is the number one bestselling item on Amazon.com for two years running. It's also the most-wished-for, most-gifted, and has the most 5-star reviews of any product on Amazon.com. Today, Amazon.com is excited to introduce a new generation of Kindle. The all-new Kindle has a new electronic-ink screen with 50 percent better contrast than any other e-reader, a new sleek design with a 21 percent smaller body while still keeping the same 6-inch-size reading area, and a 15 percent lighter weight at just 8.7 ounces (247 grams). The new Kindle also offers 20 percent faster page turns, up to one month of battery life, double the storage to 3,500 books, built-in Wi-Fi, a new graphite colour and more—all for only £149, and still with free 3G wireless—no monthly bills or annual contracts. Also today, Amazon introduced a new addition to its family of portable reading devices—Kindle Wi-Fi. Readers who don't need the convenience of free 3G wireless can now enjoy the new generation Kindle for the lower price of only £109. For the first time, Kindle devices are available on Amazon.co.uk. The all-new Kindle and Kindle Wi-Fi are now available for pre-order at www.amazon.co.uk/kindle3G and www.amazon.co.uk/kindleWi-Fi, and will be dispatched from the U.K. to customers beginning 27th August.

Kindle offers the largest selection of the most popular books people want to read. Amazon will launch the new U.K. Kindle Store on 27th August with the biggest selection and lowest prices of any e-bookstore in the U.K. Customers will be able to choose from over 400,000 books, including New Releases and 85 of 100 Nielsen UK Bestsellers. No other e-bookstore in the U.K. offers this many books or bestsellers. Over 1 million free books are also available to read on Kindle. Kindle lets you buy your books once and read them everywhere—on Kindle, Kindle DX, iPad, iPod touch, iPhone, Mac, PC, and Android-based devices. Amazon's Whispersync technology syncs your place across devices, so you can pick up where you left off. With Kindle Worry-Free Archive, books you purchase from the Kindle Store are automatically backed up online in your Kindle library on Amazon where they can be re-downloaded wirelessly for free, anytime.

Over 200,000 books have been added to the Kindle Store for U.K. readers in just the last nine months and will be available in the new U.K. Kindle Store when it launches, including books from bestselling authors Stieg Larsson, Stephenie Meyer, John Grisham and Stephen King, as well as current U.K. bestsellers including "The Third Man" by Peter Mandelson, "The Legacy" by Katherine Webb and "One Day" by David Nicholls. Contemporary classics from the Wylie Agency's new "Odyssey Editions" imprint that just recently became available for the first time as e-books and exclusively in the Kindle Store will also be in the U.K. Kindle Store, including Salman Rushdie's "Midnight's Children," John Cheever's "The Stories of John Cheever," Vladimir Nabokov's "Lolita," Norman Mailer's "The Naked and the Dead," and Ralph Ellison's "Invisible Man." There will also be a vast selection of titles from U.K. authors, including Terry Pratchett, PD James, Roald Dahl, Ian Rankin, Martina Cole, Sophie Kinsella, Jacqueline Wilson, Lynda La Plante, Ken Follett and Irvine Welsh.

"Kindle is the best-selling product on Amazon for two years running. We lowered the price to \$189 and sales growth tripled. Now, we are excited to introduce a new generation Kindle that is smaller, lighter, and faster, with 50 percent better contrast. Readers are going to do a double take when they see Kindle's bright new screen and feel how remarkably light the smaller 8.7 ounce design feels in one hand," said Jeff Bezos, Amazon.com Founder & CEO. "If you don't need the convenience of 3G wireless, we have an incredible new price point—£109 for Kindle Wi-Fi. Kindle Wi-Fi has all the same features, same bookstore, same high-contrast electronic paper display, and it's even a tiny bit lighter at 8.5 ounces. At this price point, many people are going to buy multiple units for the home and family."

All New, High-Contrast E-Ink Screen, Read in Bright Sunlight: The new Kindle uses Amazon's all-new electronic ink display with 50 percent better contrast for the clearest text and sharpest images. No other e-reader has this screen or this level of contrast. Unlike LCD screens, Kindle's paper-like display looks and reads like real paper, with no glare, even in bright sunlight.

New Proprietary Screen Technology—Faster Page Turns, New and Improved Fonts Kindle's all-new, high-contrast electronic ink display is further optimised with Amazon's proprietary display, waveform, and font technology to make pages turn faster and fonts sharper. Waveform is a series of electronic pulses that move black and white electronic ink particles to achieve a final gray level for an image or text. Amazon tuned the new Kindle's waveform and controller mechanism to make page turning 20 percent faster. In addition, this waveform tuning combined with new hand-built, custom fonts and font-hinting make words and letters more crisp, clear, and natural-looking. Font hints are instructions, written as code, that control points on a font character's line and improve legibility at small font sizes where few pixels are available. Hinting is a mix of aesthetic judgments and complicated

technical strategies. Amazon designed its proprietary font-hinting to optimise specifically for the special characteristics of electronic ink.

New Sleek Design, Lighter Than a Paperback: The new Kindle has a 21 percent smaller body while still keeping the same 6-inch-size reading area. At only 8.7 ounces (247 grams), the new Kindle is 15 percent lighter and still 1/3 of an inch thin, making it lighter than a paperback and thinner than a magazine. With Kindle you can read comfortably and naturally with just one hand for hours. The new Kindle Wi-Fi is even lighter at just 8.5 ounces (241 grams).

Double the Storage, Holds 3,500 Books: The new Kindle has double the storage so you can carry up to 3,500 books.

Up To One Month of Battery Life: The new Kindle has up to one month of battery life with wireless off. Keep wireless on and your Kindle will have battery life of up to 10 days.

Free 3G Wireless: Kindle offers free 3G wireless, which means no monthly fees, no annual contracts, and no data plans. Amazon's Whispernet technology hides the complexity of the typical wireless relationship, so Kindle owners have a seamless and hassle-free experience with no monthly fees, annual contracts, or data plans. Behind the scenes, Amazon Whispernet uses Vodafone, the U.K.'s best network.

Global Wireless Coverage: Kindle is the only e-reader that lets you travel the globe and still get books in under 60 seconds with wireless coverage in over 100 countries and territories.

New Built-In Wi-Fi: In addition to free 3G wireless, Kindle now has built-in Wi-Fi support. Kindle owners will now be able to connect to Wi-Fi hotspots at home or on the road. Readers who don't need the convenience of free 3G wireless can purchase the new Kindle Wi-Fi for only £109 and download content over Wi-Fi.

Quieter Page Turn Buttons: Quieter page turns means you can read all night without disturbing your partner.

Share Meaningful Passages: Share meaningful passages with friends and family with built-in Twitter and Facebook integration.

Simple to Use: Kindle is ready to use right out of the box – no setup, no software to install, no computer required.

Books in 60 Seconds: With fast, free wireless delivery, you can start reading books on Kindle in less than 60 seconds.

Massive Selection: The U.K. Kindle Store will offer more than 400,000 books, including New Releases and 85 of 100 Nielsen UK Bestsellers—the biggest selection and the most bestsellers of any e-bookstore in the U.K. The U.K. Kindle Store will also offer newspapers, magazines and blogs.

Free Books: Over 1 million free books are available to read on Kindle.

Low Book Prices: The U.K. Kindle Store will offer the lowest book prices of any e-bookstore in the U.K.

Free Book Samples: First chapters of Kindle books are available to download and read for free before you decide to buy.

Read Everywhere with Whispersync: Kindle books can be read on your Kindle, iPhone, iPad, PC, Mac, and Android-based devices. Amazon's Whispersync technology syncs your place across devices, so you can pick up where you left off.

Worry-Free Archive: Books purchased from the Kindle Store are automatically backed up online in your Kindle library on Amazon where they can be re-downloaded wirelessly for free, anytime.

Improved PDF Reader: The new Kindle uses an improved built-in PDF reader with new dictionary lookup, notes and highlights, and support for password protected PDFs.

New WebKit-based Browser (experimental): The new Kindle uses a new web browser based on the industry-leading open source Web browser engine, WebKit. The updated browser is faster, easier to navigate, and provides a new "article mode" feature that simplifies web pages to just the main text-based content for easier reading. Web browsing with Kindle over 3G or Wi-Fi is free.

New Voice Guide: With Text-to-Speech, Kindle can read out loud to you. New Text-to-Speech enabled menus allow customers to navigate Kindle without having to read menu options. In addition to listening to books aloud, users now have the option of listening to content listings on the home screen, item descriptions, and all menu options.

New Lighted Leather Cover: The all-new Kindle cover features an integrated, retractable reading light that lets you read comfortably anytime, anywhere. The light is a permanent part of the cover, so it's always with you, and hides away into the cover when not in use. The high-quality LED light illuminates Kindle's entire paper-like display, adding brightness without adding glare. Amazon's patent-pending hinge system secures Kindle in place and conducts electricity from Kindle's battery to the reading light, eliminating the need for batteries. The conductive hinges are gold-plated to ensure a reliable electrical connection. Gold is used because of its ability to make good electrical contact even with low force and for its corrosion resistance. The Kindle cover is sold separately.

Customers can discover full details and pre-order the new Kindle and Kindle Wi-Fi starting today at www.amazon.co.uk/kindle3G and www.amazon.co.uk/kindleWi-Fi.

For new high-resolution images of the new generation Kindle, visit www.amazon.com/pr/kindle/images.

About Amazon.com

Amazon.com, Inc. (NASDAQ: AMZN), a Fortune 500 company based in Seattle, opened on the World Wide Web in July 1995 and today offers Earth's Biggest Selection. Amazon.com, Inc. seeks to be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online, and endeavors to offer its customers the lowest possible prices. Amazon.com and other sellers offer millions of unique new, refurbished and used items in categories such as Books; Movies, Music & Games; Digital Downloads; Electronics & Computers; Home & Garden; Toys, Kids & Baby; Grocery; Apparel; Shoes & Jewelry; Health & Beauty; Sports & Outdoors; and Tools, Auto & Industrial. 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. Kindle and Kindle DX 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 and Kindle DX utilize the same 3G wireless technology as advanced cell 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.

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.

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.

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.

-ends-

For further information please contact the Amazon.co.uk Ltd press office on 020 8636 9280 or email kindlepr-2@amazon.com.