



Kindle for iPad App Now Available in the United Kingdom

May 28, 2010

Free app for reading Kindle books on iPad gives readers in the UK the choice from hundreds of thousands of titles

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SEATTLE, WA – May 28, 2010 – Amazon.com, Inc. (NASDAQ: AMZN) today announced its Kindle App for iPad is now available in the United Kingdom from the App Store. The app lets users select from hundreds of thousands of books available in the Kindle Store on iPad and features Amazon Whispersync technology that saves and synchronises customers' last page read, bookmarks, notes, and highlights across their Kindle, Kindle DX, iPhone, iPod touch, Mac, iPad, and more.

"We're thrilled to make Kindle for iPad available to readers in the UK and around the world," said Jay Marine, director, Amazon Kindle. "Kindle for iPad includes all the features customers love about Kindle for iPhone, including great selection and synchronisation of their books across a variety of Kindle Apps, along with a beautiful new user interface tailored to the look and feel of iPad. Kindle for iPad is the perfect companion for the millions of customers who already own a Kindle or Kindle DX, and a way for customers to download and enjoy books even if they don't yet have a Kindle."

With the Kindle App for iPad, readers in the UK can choose from over 375,000 books available in the Kindle Store, including new releases and Bestsellers such as "The Girl with the Dragon Tattoo" by Stieg Larsson, "Wolf Hall" by Hilary Mantel, and "Solar" by Ian McEwan. The Kindle Store is the only place to find tens of thousands of books added to the Kindle Store by authors and publishers using Kindle's self-service platform. Customers can search for a specific book or browse by genre or author, and can take advantage of all the features that customers enjoy in the Kindle Store, including Amazon.com customer reviews, personalised recommendations and editorial reviews.

Features of the Kindle App for iPad include:

- Automatically Syncs with Kindle and Kindle Compatible Devices: Amazon's Whispersync technology automatically syncs customers' last page read, bookmarks, notes, and highlights across Kindle, Kindle DX, Kindle for iPhone, Kindle for Mac, Kindle for iPad, and more. Customers can read on their Kindle, read some on their iPad or Mac, and always pick up where they left off.
- Beautiful User Interface: The Kindle App user interface is tailored to the large size, look, and feel of iPad. The new user interface with bold colours, animation, and seamless user experience make Kindle on iPad a unique reading experience.
- Customisable Appearance: Customers can choose to dim iPad's screen within the app to make reading easier regardless of the ambient light or time of day. Readers can also choose from three different background colours and alter the font colour and size to customise the reading experience and help ease the strain on their eyes.
- Page Turn Animation: Kindle App for iPad offers an interactive experience with page turn animation designed to replicate the look of a page turning in a book. Customers who prefer a simpler, unadorned reading experience can choose the "Basic Reading Mode" option and turn off animation.

The Kindle App for iPad is available for free from the App Store on iPad or at www.itunes.com/appstore.

For more information please visit: www.amazon.com/kindleforipad.

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For further information please contact the Amazon.co.uk Ltd press office on 020 8636 9280.

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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.