



'Mamma Mia!' Here we go again...Amazon.co.uk's biggest-ever Christmas product is also the best-selling item of 2008

December 30, 2008

December 30, 2008, London: Amazon.co.uk today revealed that 'Mamma Mia!' was the biggest-selling product of 2008.

The Abba musical took the top spot ahead of 'The Tales of Beedle the Bard' by J.K.Rowling and Batman blockbuster 'The Dark Knight'.

Top Ten Best-Sellers on Amazon.co.uk in 2008

1. Mamma Mia! DVD 2. 'The Tales of Beedle the Bard' – J.K.Rowling BOOKS 3. The Dark Knight DVD 4. Nintendo Wii Console (inc Wii Sports) VIDEO GAMES 5. Mario Kart with Wii Wheel VIDEO GAMES 6. Kung Fu Panda DVD 7. 'Rockferry' – Duffy MUSIC 8. Sex and the City: The Movie DVD 9. 'The Circus' – Take That MUSIC 10. 'Only by the Knight' – Kings of Leon MUSIC

"There is no doubt that 'Mamma Mia!' was the product of the year, dominating the box office and DVD charts and breaking many records along the way," said Brian McBride, managing director of Amazon.co.uk Ltd. "It will be very interesting to see if there is any product that can replicate that success in 2009."

"The busy Christmas period has resulted in many of the festive season's best-sellers commanding the top positions in the overall 2008 chart," continued Brian McBride. "Christmas Day and Boxing Day were much busier than in 2007 with our MP3 store, in particular, seeing high numbers of visitors."

Eight Big Winners of 2008

Mamma Mia! - Amazon.co.uk's biggest-selling Christmas product of all time and biggest-selling DVD ever having danced past the total sales figures of 'The Star Wars Trilogy' after just a matter of days on release

Nintendo Wii - All the top five console and video game items of 2008 were Nintendo Wii products. Demand for 'Wii Fit' was so high that it was barely on the shelves during the latter part of the year

Duffy - Managed to hold off Take That to have the biggest-selling album of 2008. Take That did take the biggest-selling MP3 title though.

Dawn French - Although 'The Tales of Beedle the Bard' was the best-selling book of the year, 'Dear Fatty' by Dawn French was a close, perhaps surprising, second place.

Home Fitness - Strong sales increases on fitness products for the home. The Powerball is the Christmas best-selling Sports product for the second consecutive year.

Top Gear - Fifth biggest-selling book of the Christmas period (The Big Book of Top Gear) , fifth biggest-selling toy of the year (Top Trumps – Top Gear) and number one product in the Amazon Clothing Store ('I am the Stig' t-shirt)

MP3 Players - The Apple iPod continues to lead the way but Sony, Sandisk and Creative have also seen strong sales.

GHD - GHD Hair Straighteners were the must-have Health and Beauty product of 2008.

TOP SELLERS AROUND THE STORES

TOYS Silverlit Remote Control PicooZ Helicopter SPORTS The Powerball JEWELLERY Silver Filigree Open Heart Pendant 18" Curb WATCHES Casio W-59-1VX Alarm/Chronograph Watch CLOTHING Top Gear 'I am The Stig' T-shirt BABY VTech First Steps Baby Walker DIY and TOOLS Black and Decker Powered Adjustable Auto Wrench HEALTH and BEAUTY GHD IV Styler Hair Straightener ELECTRONICS Apple iPod Classic 80GB HOME and GARDEN Tefal Quick Cup Claris Filter Cartridge DVD Mamma Mia! MUSIC 'Rockferry' - Duffy BOOKS 'The Tales of Beedle the Bard' – J.K.Rowling VIDEOGAMES Nintendo Wii Console (including Wii Sports) SHOES Playboy Dotty Slippers Pink

For further information please contact the Amazon.co.uk 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, PC and video games, software, electronics and photo, home and garden, toys and games, baby, shoes, jewellery and watches, health and beauty and sports and leisure.

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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, significant amount of indebtedness, 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 Annual Report on Form 10-K for the year ended December 31, 2007, and subsequent filings.