



'Mamma Mia!' is Amazon.co.uk's biggest-ever Christmas product with almost four times as many sales as last year's bestseller

December 26, 2008

December 26, 2008, London: 'Mamma Mia!' is Amazon.co.uk's biggest-selling Christmas product ever having sold almost four times as many copies as last year's Christmas bestseller 'The Bourne Ultimatum'

In any other year, sales of 'The Tales of Beedle the Bard' by J.K.Rowling and 'The Dark Knight' would have been high enough to secure the Christmas top spot but the Abba musical was the bestseller this festive season by a clear margin and has become Amazon.co.uk's biggest-selling DVD of all-time in the process.

"Copies of 'Mamma Mia!' were flying off our virtual shelves from the moment it was made available for pre-order," said Brian McBride, managing director of Amazon.co.uk Ltd. "We have only ever encountered demand like that previously for the boy wizard."

Amazon.co.uk received orders for over 1.4 million items on its busiest day in the run up to Christmas (Monday 8th December) this year – a rate of over 16 items ordered per second. At its peak, Amazon.co.uk shipped over 1 million units in one 24-hour period, which represents about 535 tonnes of goods and means that on average a delivery truck was leaving an Amazon.co.uk distribution centre once every 5 minutes and 24 seconds.

J.K.Rowling's charity book 'The Tales of Beedle the Bard' was the second biggest-seller on Amazon.co.uk this Christmas with Take That's 'The Circus' leading the way on the music front as the best-selling CD and MP3 download. Elsewhere, 'Mario Kart' on the Nintendo Wii was the biggest selling video game.

"Home entertainment products did very well this Christmas with high sales of the top DVDs and strong demand for the top consoles and video games," said McBride. "This coupled with the proliferation of board games among the top-selling toys would suggest that people are buying products to enjoy within the home over the coming months, perhaps opting for big nights in rather than big nights out."

THE AMAZON.CO.UK CHRISTMAS BESTSELLERS IN FULL (1st November to 18th December 2008)

1. Mamma Mia! DVD 2. 'The Tales of Beedle the Bard' – J.K.Rowling BOOKS 3. The Dark Knight DVD 4. Kung Fu Panda DVD 5. 'The Circus' – Take That MUSIC 6. Mario Kart with Wii Wheel VIDEO GAMES 7. Wall-E DVD 8. Indiana Jones and the Kingdom of the Crystal Skull DVD 9. 'Day and Age' – The Killers MUSIC 10. The Chronicles of Narnia: Prince Caspian DVD

BEST-SELLING TOYS ON AMAZON.CO.UK

The Silverlit Remote Control Picoo Z Helicopter was the best-selling toy of Christmas 2008. Other big sellers included The Rubik's Cube (number 3), Twister (number 6) and Articulate (number 9).

BEST SELLERS FROM AROUND THE STORES

TOYS Silverlit Remote Control Picoo Z Helicopter SPORTS The Powerball JEWELLERY Buckley Ladies Scrunchie Bracelet WATCHES Timex Kids Time Teacher Flower Strap Watch CLOTHING Top Gear 'I am The Stig' T-shirt BABY Lamaze - Stretch The Giraffe SHOES Playboy Dotty Slippers Pink DIY and TOOLS Black and Decker Powered Adjustable Auto Wrench HEALTH and BEAUTY GHD IV Styler Hair Straightener ELECTRONICS New Apple iPod classic 120GB HOME and GARDEN One Touch Automatic Jar Opener DVD Mamma Mia! MUSIC 'The Circus' – Take That BOOKS 'The Tales of Beedle the Bard' – JK Rowling VIDEOGAMES Mario Kart with Wii Wheel

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.

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 the Joyo Amazon websites at www.joyo.cn 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 Statement

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.