



Amazon.co.uk and HarperCollins Launch 'Authors in the Spotlight' to Support and Promote Up-and-Coming Authors

June 19, 2008

June 19, 2008, London: Amazon.co.uk and HarperCollins today announced the launch of 'Authors in the Spotlight' - a new programme that will prominently expose the work of some of the most exciting contemporary authors to Amazon's millions of customers in the UK and beyond.

Featured at the front of Amazon's book store, 'Authors in the Spotlight' will feature a different author each week with a wide range of exclusive content, including author interviews, video clips, and book excerpts. Additionally, each Spotlight author will be promoted with a bespoke email to interested Amazon customers informing them of the release of the author's latest title.

The first author in the 'Spotlight' is Joseph O'Neill, whose book 'Netherland' has recently been published to widespread critical acclaim. O'Neill's previous works, such as 'Blood Dark Track', a re-imagining of the history of his grandfathers', have also been received favourably. Roma Tearne ('Bone China') and David Wroblewski ('The Story of Edgar Sawtelle') are among the other HarperCollins authors who will be featured in the programme.

"'Authors in the Spotlight' is a great opportunity for the literary stars of tomorrow to introduce themselves to Amazon's book-loving customers. We're delighted to work with Amazon to bring Harper Collins authors' to the widest possible audience," said John Bond, Managing Director of Press Books.

"HarperCollins has long been a leader in innovating on behalf of its authors. We are excited to work with such a forward-looking publisher in creating new programs such as 'Authors in the Spotlight' to bring their authors' work to the broad Amazon audience." said Christopher North, Vice President of Media, Amazon.co.uk.

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.