



Amazon.co.uk announces customers can order on Christmas Eve for Guaranteed Delivery later that day* as part of record Christmas

November 7, 2007

Amazon.co.uk's Christmas Store opens with its top ten gift predictions - the ghosts of Christmas Past returning to be the toast of Christmas Presents

November 7, 2007, London: Amazon.co.uk customers in Birmingham and London will be able to order goods on Christmas Eve morning and receive them the same day as part of the Christmas Store offering unveiled today by Amazon.co.uk.

The last order dates announced today are: Tuesday 18th December – Free Super Saver Delivery Wednesday 19th December – First Class Delivery Saturday 22nd December (8am) – Express Delivery Monday 24th December (8.30am) – Evening Delivery*

Also this Christmas, Amazon.co.uk customers can benefit from unlimited free One-Day Delivery to any UK Mainland Address**on millions of eligible items following the launch of Amazon Prime. For just £49 per year, customers also benefit from a 50% discount on Express Delivery and Evening Delivery. For more details go to www.amazon.co.uk/prime

As part of its Christmas Store launch, Amazon.co.uk has revealed its Top Ten Gift Predictions list for the Yuletide period featuring a good number of familiar names whose success was born in the last decade, providing a Christmas case of déjà vu...

In the music album charts - The Spice Girls, Westlife and Kylie Minogue, who had their first hits in 1996, 1999 and 1987 respectively, take up positions in the predicted Top 5 bestsellers list. Take That, who scored their first hit in the early 90's, are also set for success with the reissue of their 'Beautiful World' album which is likely to emulate the success they are achieving in the singles chart with 'Rule the World' – Amazon.co.uk's most pre-ordered single of 2007.

Elsewhere, Jamie Oliver who launched 'The Naked Chef' at the end of the 90's, looks set to score the biggest selling Christmas book with 'Jamie at Home' and the bespectacled wizard who first hit books shelves in 1997 is predicted to be this year's best selling DVD in the shape of 'Harry Potter and the Order of the Phoenix'.

'It will be very interesting to see just how successful the Spice Girls are this Christmas,' said Brian McBride, Managing Director of Amazon.co.uk. 'The demand for tickets to their upcoming tour was very strong and we expect their CD sales to follow suit but it remains to be seen whether they can carry that through with a new album that captures the public's imagination in the way that Take That did with 'Beautiful World'.

'Despite so many established artists, authors and franchises looking set to dominate the Christmas Top Sellers chart, you can always count on a handful of surprise bestsellers that come out of nowhere to challenge the Christmas key contenders' continued Brian McBride. 'We have seen it previously with the likes of 'High School Musical' and 'The God Delusion' by Richard Dawkins and there are certain to be another few unexpected Christmas hits this year.'

Elsewhere in the predicted bestsellers lists, the new iPod Touch is expected to be the must have electronics item and Nintendo and Sony will battle it out in the Christmas consoles market to claim the top spot with either the Wii or the PlayStation3.

The Christmas Top Ten predictions are compiled by tracking search terms, pre-orders and buying patterns on Amazon.co.uk. They coincide with the launch of the Amazon.co.uk Christmas Store which features 'Gift Central' – a tool that recommends gift ideas based on price, product line and the recipients age and gender. Shoppers will be able to choose from millions of gifts including products from new stores including 'Baby' and 'Shoes'.

* Only available for customers in Birmingham and London areas ** Mainland United Kingdom Locations are those United Kingdom addresses excluding the Shetland and Orkney Islands, portions of Perthshire and the Channel Islands and P.O. boxes or BFPO addresses.

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 customers can find and discover anything they might want to buy online. Amazon.co.uk and sellers list millions of new and used items in categories such as Books, Music, Video, DVD, Software, PC & Video Games, Electronics & Photo, Home & Garden, and Toys & Games!. Through Amazon Marketplace, zShops and Auctions any business or individual can sell virtually anything to Amazon.co.uk's millions of customers. Amazon.co.uk customers enjoy the benefits of industry-leading online-shopping technology, such as secure credit-card payment, personalised recommendations, streamlined, 1-Click® ordering and hassle-free Bid-Click® auction bidding. Through Amazon Anywhere, Amazon.co.uk is also available on mobile phones with WAP technology--see www.amazon.co.uk/anywhere for details.

Amazon.com and its affiliates operate seven websites: www.amazon.com, www.amazon.co.uk, www.amazon.de, www.amazon.fr, www.amazon.co.jp,

www.amazon.ca, and www.joyo.com.

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 potential future losses, significant amount of indebtedness, competition, management of growth, potential fluctuations in operating results, fulfillment center optimization, seasonality, commercial agreements, acquisitions, and strategic transactions, foreign exchange rates, system interruption, international expansion, consumer trends, inventory, limited operating history, government regulation and taxation, fraud, and new business areas. 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, 2003, and all subsequent filings.