



Amazon.co.uk offers unlimited free One-Day Delivery with launch of Amazon Prime

November 5, 2007

Members get unlimited free One-Day Delivery to any UK mainland address* on millions of eligible items for £49 a year

November 5, 2007, London: Amazon.co.uk today launches Amazon Prime, giving customers unlimited free One-Day Delivery on millions of eligible items sold by Amazon.co.uk for an annual fee of just £49 – all in time for the busy Christmas season.

The Amazon Prime Membership Programme offers:

Unlimited free One-Day Delivery on millions of eligible items sold by Amazon.co.uk, big or small, to UK mainland addresses*

Exclusive discounts on Express and Evening Delivery**

Benefits up to five family members living at the same address***

Amazon Prime, already a successful programme in both the US and Japan, allows a customer to order an eligible item sold by Amazon.co.uk and receive it at a UK mainland address* the following day, free of any delivery charge. What's more, if an Amazon Prime member can't wait, Amazon Prime also offers savings on its new Evening Delivery ** service at a member exclusive price of £7.49 per item, which enables customers to receive their Amazon order the same evening if the order is placed before 11:30am. There's also a discount on Express Delivery** for Amazon Prime customers.

Customers can use Amazon Prime on millions of eligible items, with no minimum spend. So whether it's a set of kitchen scales, a pair of shoes for the party at the weekend or a Blu-Ray DVD player, the item can be delivered the next day for free. Additionally, a single Amazon Prime membership can also cover up to five family members at the same address***

"Amazon Prime is 'all-you-can-eat' One-Day shipping," said Jeff Bezos, founder and CEO of Amazon.com. "We're excited to offer our UK customers the benefits and convenience of our Amazon Prime membership programme following its success in the US and Japan. With Amazon Prime, there's no minimum purchase to think about, and no consolidating orders—One-Day shipping becomes an everyday experience rather than an occasional indulgence. Amazon.co.uk customers can now enjoy free One-Day Delivery on millions of eligible products from books to Dr Who toys, from kitchen knives to DVDs, and it's a great time of year to sign up."

For more details and to sign up to Amazon Prime, go to: www.amazon.co.uk/prime

* 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. **Evening Delivery only available for customers in the London and Birmingham area. Customers who order before the deadline on the detail page will receive their order between 18 30 and 21 30. Amazon Prime members' price is £7.49 per item. Express Delivery is a service guaranteeing delivery on eligible products before 1 pm the following day. Amazon Prime members' price is £4.49.

***Including the Amazon Prime membership owner

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.