



## The Big Store for Little People

October 22, 2007

### Amazon.co.uk's new 'Baby' store

**October 22, 2007, London:** The new look store ([www.amazon.co.uk/baby](http://www.amazon.co.uk/baby)) features over 7000 product lines, from established brands such as Tomy, Fisher Price and Baby Einstein, plus a selection of new and exclusive products, providing all parents could want for their new born and toddler.

New to Amazon Baby is Miamoo, the scrummy baby skin care range that is the brainchild of Saira Khan, star of the BBC2 hit series 'The Apprentice'. Indulge your little one with a choice of three gift sets: the pamper me box, the bare necessities gift tube and the spoil me silly gift box. All products are free from harsh ingredients such as parabens, petrochemicals, TEA and propylene glycol and instead contain delicious natural ingredients such as silk, jojoba, calendula, shea butter, sweet almond oil, lemon oil, aloe vera.

Creative baby wear company Dribble Factory, has also designed an exclusive t-shirt for Amazon.co.uk customers featuring the slogan, 'It's a jungle out there'.. Other cheeky slogans for babies and toddlers include 'Be nice – don't forget who chooses your nursing home' and 'Take me to the naughty step'. All Dribble Factory products are made from organic cotton and use only azo-free dyes, plus the factory is a member of the Fair Wear Foundation, ensuring your toddler looks stylish with no eco guilt!

Also exclusive to Amazon Baby is the Shop and Play Tiki Time Activity Centre, guaranteed to keep your little one occupied, whilst a wider product range ensures you're guaranteed to find something for every occasion. Make bath time fun with the Teletubbies Bath Island from Tomy, help baby on their way with the First Steps Baby Walker from VTech, or sleep soundly with the Little Pirate Baby Sleeping Bag from Grobag.

Susan Fisher, Product Manager, Baby at Amazon.co.uk comments, "Every parent knows how busy life is with a new child, so we have created a store which takes all the stresses out of shopping. Open 24/7, you can order from the comfort of your home or office and benefit from a range of convenient delivery options. What's more, bringing up baby can be an expensive business, so we have ensured great low prices across the whole range of baby products.'

Shoppers purchasing from the Baby store can choose a delivery option to suit them including free Super Saver delivery for orders over £15, or Next Day Delivery which enables customers to order products before 6pm and receive them by 1pm the next day. All Amazon.co.uk product pages feature customer reviews, so Amazon.co.uk shoppers can search out the pick of the products in the eyes of other parents, helping them to get the perfect choice for their little one.

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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](http://www.amazon.co.uk/anywhere) for details.

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### 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.