



Harry Potter and the Amazon Global Pre-order Record

July 2, 2007

With 19 days to go until release – almost 1.6 million orders confirms Harry Potter 7 as the most eagerly anticipated product of all time

July 2, 2007, London: 'Harry Potter and the Deathly Hallows' has become Amazon's most pre-ordered product ever having amassed almost 1.6 million global orders to eclipse the previous record of 1.5 million held by the sixth book in the series 'Harry Potter and the Half-Blood Prince'.

The achievement confirms that Harry Potter mania has reached an all time high and with 19 days to go until release, it is likely that many more hundreds of thousands of copies will be added to this record breaking performance.

'There was never any doubt that 'Harry Potter and the Deathly Hallows' was going to be the bestselling book of 2007 but to break the Amazon pre-order record with so much time still remaining before release is extraordinary,' said Christopher North, Head of Books at Amazon.co.uk. 'We know from experience that there will be a further rush of orders between now and the release date, so the final pre-order figure may well end up being more than 20% higher than for 'Harry Potter and the Half Blood-Prince', which just shows how much extra excitement there is for this final outing.'

'With July also seeing the release of the new Harry Potter movie, I can't imagine that the UK will ever have experienced this kind of hysteria around the release of a book; and with no more Harry Potters to come, it is very hard to imagine it ever happening to this level again.'

Amazon.co.uk also today announced that all UK orders received before midnight on Tuesday 17th July will benefit from release date delivery.*

'We would advise all customers to make sure that they get their order in before the cut off point to ensure they receive their copy on Saturday 21st July,' continued Christopher North.

Amazon.co.uk is currently selling 'Harry Potter and the Deathly Hallows' for just £8.99 at a saving of 50% from RRP. Any customer pre-ordering the book from Amazon.co.uk will also receive over £150 worth of gift certificates on a wide selection of products.

The up to the minute global pre-order figure can be seen now on the Amazon.co.uk 'Mugglecounter' at www.amazon.co.uk/harrypotter

For further information please contact the Amazon.co.uk press office on 020 8636 9280.

About Amazon.co.uk

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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.