



Amazon.co.uk launches Jewellery and Watches Store with Paris Hilton exclusive

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May 4, 2007, London: Amazon.co.uk has exclusively secured Paris Hilton's new range of watches to mark the launch of its new Jewellery and Watches Store, which is now open at www.amazon.co.uk.

The Jewellery and Watches store features 27 watches from the new Paris Hilton range, priced from £50 to £95, which are being sold exclusively in the UK by Amazon.co.uk throughout May. Ms Hilton describes the watches as 'affordable yet stylish and modern' and they are expected to be amongst the best sellers at the new store.

In addition to the Paris Hilton range, Amazon.co.uk customers are now able to choose from thousands of items of jewellery and watches including top brands Rotary and Diesel, as well as new and exciting offerings such as Axcen of Scandinavia, J Springs by Seiko Instruments, Freiderick Stein, Krug Baumen in watches and Breil, John Rocha and Hot Diamonds in jewellery.

Amazon.co.uk's Jewellery and Watches Store is the one-stop-shop for customers wishing to indulge themselves and their loved ones, and features great deals like 60% off selected Fossil and Guess watches, 75% off selected Accurist watches and 50% off selected Rotary watches.

"The Amazon.co.uk Jewellery and Watches store gives customers easy access to a vast selection of high quality accessories," said Jason Weston, Director of Category Expansion at Amazon.co.uk. "The biggest brands as well as new and exclusive product ranges are now just one click away - from sterling silver to diamond set jewellery and from fashion to more traditional watches, there is something for everyone and every occasion."

"Our new Jewellery and Watches Store shows Amazon.co.uk's commitment to innovation in online retail, and our desire to apply our high standards and our trademark ease and convenience of shopping across product lines," continued Jason Weston.

Shoppers purchasing from the Jewellery and Watches store benefit from the full range of Amazon.co.uk customer benefits including free Super Saver delivery for orders over £15 as well as Express Delivery, enabling customers to order products before 6pm and receive them by 1pm the next day.

The debut of the Jewellery and Watches Store is part of a major product category expansion programme which last month saw the launch of the Amazon.co.uk 'Sports and Leisure' store.

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.