



Amazon.co.uk launches Sports and Leisure Store

April 2, 2007

April 2, 2007, London: Amazon.co.uk today launched its new Sports and Leisure Store, providing customers with a massive selection of sports, health and fitness products, all under one virtual roof.

Visitors to Amazon.co.uk will be able to choose from thousands of individual lines, including many available via our third party merchants. Products range from camping supplies to golf clubs, football kits to dumb-bells, training gear to tennis racquets.

"We understand that free time is precious to our customers and for a lot of people it is difficult to find the time to take part in sports and leisure activities, let alone shop for them," comments Amazon.co.uk Managing Director, Brian McBride. "Now, there is an easy to use and highly convenient Sports and Leisure store that can be accessed from the home or office - allowing customers to conserve their time and energy for enjoying the sporting activity of their choice."

With all the functionality that users have come to expect from the Amazon.co.uk service, it's never been easier for fitness fanatics and casual sportspeople alike to get kitted out. With free Super Saver delivery for orders over £15, and Express Delivery enabling shoppers to order products before 6pm and receive them by 1pm the next day, customers can find all the sporting goods they need and have them delivered to their door at the click of a button.

Brian McBride continued: "Our new Sports and Leisure Store adds to the fantastic selection we have across many different categories here at Amazon.co.uk. After successfully launching new stores like Consumer Electronics and Home and Garden, we now look forward to establishing ourselves as the online retailer for all sports and fitness enthusiasts."

Customers can log on now to enjoy great deals like 40% off selected Prince racquets, 25% off selected York Fitness products and 1/3 off selected bicycles including Muddy Fox and Silver Fox.

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.