



'Harry Potter and the Deathly Hallows' available from Amazon.co.uk and delivered to your door on 21.07.07

February 1, 2007

Amazon.co.uk confirms release date delivery

February 1, 2007, London: "Harry Potter and the Deathly Hallows" – the seventh and final book in the Harry Potter series – will be published on 21st July 2007. The book, which has dominated the Amazon.co.uk bestsellers book chart since it became available for pre-order on 22nd December, is priced at GBP 8.99 – which represents a 50% or GBP 9.00 discount off RRP.

"'Harry Potter and the Deathly Hallows' has already broken new ground for Amazon.co.uk as the first book that customers have been able to reserve prior to the publication date being announced," said Christopher North, Head of Books at Amazon.co.uk. "Customer demand on the back of JK Rowling's announcement of the title back in December was incredible; at one point, the orders we received for the book were more than five times higher than those for the rest of the Top 20 selling books combined."

Amazon.co.uk today confirmed that customers who pre-order the book for delivery in the UK will receive it on the day of release. All pre-orders, including reservations made previously on Amazon.co.uk, are protected by a pre-order price guarantee, ensuring that customers are charged the lowest price offered by Amazon.co.uk from the time they order to the time the book is released. This means that customers who have already reserved a copy at GBP 13.99 will benefit from the new lower price of GBP 8.99. The price reduction is applied automatically to customers' accounts and requires no action by customers.

"Now that the publication date has been announced, we expect another massive surge of pre-orders from the UK public," continued Christopher North. "People want the peace of mind that they have ordered the book well in advance, ensuring that they receive a copy on the day of release."

"21st July will be Harry Potter Day all over the world. It may be a long time before we see another book that commands as much anticipation, attention and demand as this final book in the Harry Potter series."

The last two Harry Potter books – 'Harry Potter and the Order of the Phoenix' and 'Harry Potter and the Half-Blood Prince' – both enjoyed high initial pre-order sales and went on to amass in excess of 400,000 pre-orders on the Amazon.co.uk site before release.

Globally, Amazon received more than 1.5 million advance orders of the sixth book, "Harry Potter and the Half-Blood Prince" which was released in July 2005 and was Amazon's biggest ever new product release.

A potted history of Harry Potter * 'Harry Potter and the Order of the Phoenix' dominated Amazon.co.uk's bestsellers list for the majority of the 2003 * Two years later, 'Harry Potter and the Half-Blood Prince' headed the bestsellers throughout 2005 * Both titles went to number one on the Amazon.co.uk Hot 100 within hours of their release and went on to amass pre-order sales in excess of 400,000 copies in the UK alone * Amazon.co.uk has delivered millions of Harry Potter books to customers across the UK and to over 150 countries worldwide including Barbados, Nepal, Fiji and Tanzania to name a few * Amazon received over 1 million pre-orders at its websites worldwide for both 'Harry Potter and the Order of the Phoenix' and 'Harry Potter and the Half-Blood Prince'.

There is more in store at our Harry Potter shop * Amazon.co.uk's dedicated Harry Potter shop – www.amazon.co.uk/harrypotter - is the place to go for all the latest Harry Potter information and merchandise. In addition to pre-ordering "Harry Potter and the Deathly Hallows", visitors to the shop can browse Harry Potter-related products from across Amazon.co.uk

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.

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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.