



Penguin signs up to 'Search Inside!' programme with Amazon.co.uk

October 2, 2006

Customers can now search, browse and buy the Penguin Complete Classics Library

October 2, 2006, London: Penguin announced today that Amazon.co.uk customers will be able to browse thousands of Penguin's titles using Amazon's 'Search Inside!' technology. 'Search Inside!' enables all of Amazon.co.uk's customers the ability to browse and search (using full-text search functionality) hundreds of thousands of books.

As part of this partnership and in celebration of Penguin Classics' 60th anniversary, Amazon.co.uk customers will be able to 'Search Inside!' and buy the Penguin Complete Classics Library (ISBN: 014091238X) with just one click of the mouse. The library, currently containing 1,375 titles from Penguin's Black, Modern and Red classics, offers the reader a comprehensive collection of the best books ever-written ranging from Aeschylus to Zola. The Penguin Complete Classics Library is currently available for pre-order and retails on Amazon.co.uk at £7,958, a discount of 40% on the cover price of £13,263.

In the United States, Penguin titles have been included in 'Search Inside!' since its launch, allowing customers to search inside the pages of books. Penguin Group Inc. has seen increased sales on the back of the programme, with an estimated incremental uplift of between 7 and 10% for those books included in 'Search Inside!'.

John Makinson, Penguin Chairman and Chief Executive said, "The 'Search Inside!' programme has been a big success for both Amazon and ourselves in the United States and we are delighted to be extending the partnership to the UK. Penguin's rich backlist is the perfect complement to Amazon's marketing and technical skills, so it's appropriate for us to launch our partnership with the Penguin Classics Library - 1,375 titles delivered to your home and unbeatable value."

Genevieve Kunst, Head of Business Development for Digital Media at Amazon.co.uk commented: "'Search Inside!' is all about discovery, and Penguin's Complete Classics Library is about unearthing the greatest literary works, so we feel like they're made for each other. We're thrilled to welcome such a distinguished literary partner to the scheme."

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.