



Page 3 girl Keeley Calendar for 2007 leaps into the Amazon.co.uk Top 20 Books Chart

September 20, 2006

September 20, 2006, London: Amazon.co.uk today revealed that the Official Keeley Calendar 2007 has jumped into the Amazon.co.uk Top 20 Books chart and is so far proving to be the this years biggest selling calendar. Yesterday saw a 5000% uplift on the previous days sales as the calendar, exclusively featuring page 3 girl Keeley Hazell, rocketed to number 15 in the chart which is normally exclusive to books, as people are already starting to look forward to 2007.

Kes Nielsen, Head Books Buyer at Amazon.co.uk, said: "Although we've had calendars in the Top 20 books chart before, we normally only see them there around Christmas. For Keeley's calendar to hit the Amazon Top 20 in September proves she has a massive fan base who want to be sure to have her hanging on their walls in 2007.

"A 5000% overnight sales uplift is very rare for any product, but especially for a calendar. If sales continue at this pace, we expect the Keeley calendar to hit the Top 10 where it will be rivalling sales of best-selling authors such as Terry Pratchett, Bill Bryson and Ricky Gervais; all of whom may get a bit of a shock to see Keeley outselling them!"

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.