



Amazon.co.uk teams up with the NUS to offer site-wide student discounts

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September 13, 2006, London: With the new academic year only weeks away, students across the UK will be delighted to hear that Amazon has joined forces with the National Union of Students to offer NUS Extra cardholders an extra 5% discount on the already low prices on millions of products at Amazon.co.uk.

From 1st September students will not just be able to use their discounts on all their essential new and used textbooks, but also on kitchenware, electronics, DVD's, music, video games and all home products across the extensive Amazon range. An added bonus for penny-pinching students, Amazon.co.uk also offers free UK delivery on orders of £15 or more .

To redeem their discount, NUS Extra cardholders need only log on to www.nusextra.co.uk to reveal their promotional code, then enter this code as a gift certificate when processing their order on Amazon.co.uk.

"With the spiraling costs students are having to contend with, we're delighted to offer NUS Extra card holders the opportunity to purchase the already low-priced products across the massive Amazon range at a discounted price," says Matt Henderson, Amazon.co.uk Senior Product Manager. "Students will be entitled to a 5% discount on everything from text books to cutlery, so with a couple of clicks students will have everything they need!"

"We're delighted to be working with Amazon as a key discount partner on NUS Extra," says Nick Emms, Marketing Manager NUS Services Ltd. "The vast range of goods offered by Amazon ensures that all students with an NUS Extra card, no matter what age, what course of study they're following or where they live, can save money on both the educational essentials and the more frivolous things."

When they've finished with their textbooks, albums or DVDs, students can also sell them through Amazon's Marketplace platform.

Students can visit www.nusextra.co.uk to see all restrictions and conditions.

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.