



Amazon.co.uk appoints Chris North as new books head

September 5, 2006

September 5, 2006, London: Amazon.co.uk today announces that Chris North will be joining the company as vice-president of its books business on October 2. Chris is currently managing director of Phaidon Press, one of the worlds leading visual arts publishers.

Reporting to managing director Brian McBride, Chris will oversee all of Amazon.co.uk's books business, including merchandising and inventory management. He will also be working closely with publishers to ensure Amazon.co.uk continues to offer customers the lowest prices and the widest possible selection. Chris will also be using his experience from his time as head of electronic publishing at HarperCollins to deepen Amazon's Search Inside! Programme in the UK, which allows customers to browse inside over 150 000 books – just as you would in a bookshop

"Chris comes to us with a fantastic reputation from Phaidon Press, where he's acknowledged to have done a great job. We're looking forward to Chris working with our excellent books team to help Amazon.co.uk work even harder for customers on lowering prices and widening selection," said McBride.

Chris has worked in the books industry since 1999. Prior to his involvement in the publishing industry, he worked for management consultants Booz Allen Hamilton in the media and entertainment group. Recently married, Chris lives in London and is a passionate reader and acquirer of books. He's currently reading 'Heat' by Bill Buford and 'Cloud Atlas' by David Mitchell.

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.