



Amazon.co.uk provides Top Ten charts

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July 25, 2006, London: Amazon.co.uk, the UK's leading online retailer can provide you with Top Ten charts for DVD, books, computer games, music, home & garden, toys & games, electronics and any combination to suit your publication.

Amazon.co.uk compile charts listing the bestselling products in the different sections of their website - both for products that have already been released and for pre-ordered items not yet released or published, but which they are still taking orders for. A pre-order list can be an interesting insight into what products look set to be a big hit when they are released, effectively predicting trends.

Amazon.co.uk are able to provide the content of DVD, books, computer games and music lists, and of our new product categories Home & Garden, Toys & Games and Electronics & Photo, narrowed down by genre - making it relevant and of interest for any kind of publication.

For example, within Home & Garden you may want a list of Top 10 Fruit Juicers, or within Books you may want a list of Top 10 Crime Thrillers. The possibilities are endless, and Amazon's experts are on hand to put together an exciting and comprehensive Top Ten chart to suit your audience.

Lists can also be compiled across a daily, weekly or monthly basis and can be provided both as a one-off or on an ongoing basis.

Amazon experts are also available to comment on any related issues.

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.