



Amazon.co.uk launches in the UK with huge selection and keen pricing

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15 October 1998. *International expansion of world's leading online retailer Amazon.com demonstrates global commitment with local choice and value*

Amazon.co.uk, the new Internet bookstore service offering wide selection and low prices launched today.

The new Internet site replaces the site previously operated by Bookpages Ltd, which was acquired by Amazon.com, Inc. in April. The new UK site offers more than 1.4 million titles, comprising all UK books in print (over 1.2 million titles - many unavailable in the US) and over 200,000 bestselling US-published titles.

Customers will find everyday discounts of up to 40% off High Street prices on thousands of popular books.

"It really is a whole new concept in shopping convenience for anyone and everyone," said Dr Simon Murdoch, Managing Director of Amazon.co.uk. "We are open 24 hours a day, 7 days a week. Customers can find and order any books they want quickly and easily. We then deliver the books to their home or office, usually within 3 or 4 days anywhere in the UK."

Amazon.co.uk was launched simultaneously with Amazon.de, a German-language site that builds on the success of online German bookseller Telebook, which was also acquired by Amazon.com in April.

Amazon.com, the leading online retailer, is based in the US and is one of the most established Internet brands. In just over 3 years Amazon.com has grown from a startup to achieve over \$116 million in sales in the second quarter of 1998, and has served more than 3.1 million customers in 160 countries.

Amazon.co.uk incorporates many of the leading features of Amazon.com: flexible book searching, personalised recommendations, browsing by subject, reviews by experts and customers, 1-ClickSM ordering and full customer service. A team of local editors provides the recommendations and reviews on UK-published books.

Shopping at Amazon.co.uk is secure and worry-free. Personal information and credit card numbers are encrypted for transmission over the Internet and all transactions are backed by a security guarantee protecting shoppers from unauthorised use. Full details are on the web site.

Simon Murdoch said: "We believe Amazon.co.uk will appeal to book buyers throughout the UK and Europe because we can offer fast delivery, lower overall prices and relevant local content."

Notes for editors

About Amazon.co.uk

Amazon.co.uk Ltd is a wholly owned subsidiary of Amazon.com Inc. and offers more than 1.4 million book titles, plus easy-to-use search and browse features, secure credit card payment, personalised recommendations, and direct shipping. Amazon.co.uk has virtually unlimited online shelf space to offer customers a vast selection easily accessed through an efficient search-and-retrieval interface, as well as streamlined ordering through 1-Click(SM) technology.

About Amazon.com

Amazon.com, Inc., offers more than 3 million book, music, and other titles, plus easy-to-use search and browse features, secure credit card payment, personalised recommendations, and direct shipping. Amazon.com has virtually unlimited online shelf space to offer customers a vast selection easily accessed through an efficient search-and-retrieval interface, as well as streamlined ordering through 1-Click(SM) technology. Amazon.com pioneered the concept of syndicated selling on the Internet and has more than 100,000 members in its Associates Program, including AOL.com, Yahoo!, Netscape, Excite, the AltaVista Search Service, the @Home Network, and iVillage.

This announcement contains forward-looking statements that involve risks and uncertainties that include, among others, Amazon.com's limited operating history, the unpredictability of its future revenues, and risks associated with capacity constraints, management of growth, and new business opportunities. More information about factors that potentially could affect Amazon.com's financial results is included in the company's filings with the Securities and Exchange Commission, including its Annual Report on Form 10-K for the year ended December 31, 1997, and quarterly report on Form 10-Q for the quarter ended June 30, 1998.

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Simon Murdoch and Judith Catton of Amazon.co.uk are also available for comment.