



Amazon.co.uk and Sky News' Book Show Join to Make Featured Books More Convenient to Find and Enjoy

October 23, 1998

23 October 1998. Internet bookstore Amazon.co.uk today announced that it will join with the Sky News Book Show to make books featured on the popular programme easier and more convenient to locate and buy.

Under the agreement, Amazon.co.uk will sponsor Book Show three times a week for a six-month period, and will include a 15-second spot at the beginning and end of each show with five-second breakbumpers. This is the first-ever television sponsorship in the UK by an online company, and will begin Sunday, October 25th.

"Viewers with Internet access can go online any time after the programme to find out more information about the books featured and to place an order," said Simon Murdoch, Managing Director of Amazon.co.uk. "With a selection of over 1.4 million books, reviews, articles, author interviews and thousands of discounted popular titles, Amazon.co.uk offers booklovers a wide selection with informative content and good value."

Head of Sky News, Nick Pollard, said " We are very happy that Amazon.co.uk has chosen to join us in helping people discover exactly the books they want to read. Together, we will make the book buying experience more enjoyable."

Notes for Editors

The Book Show is a half-hour programme hosted by broadcaster and bookworm David Freeman, and is devoted to writers and the best in popular writing. It features international best-selling authors, celebrities, first-time novelists and people with gripping real-life stories.

Amazon.co.uk Ltd. is a wholly owned subsidiary of Amazon.com, Inc. Amazon.com, Inc., Earth's biggest book and music store (NASDAQ: AMZN), opened its virtual doors on the World Wide Web in July 1995 with a mission to offer products that educate, inform, and inspire. Today, the Amazon.com store offers more than 3 million books, CDs, audiobooks, DVDs, computer games, and other titles, plus easy-to-use search-and-locate features, secure credit card payment, personalized recommendations, streamlined ordering through 1-Click(SM) technology, and direct shipping. Amazon.com operates two international bookstore Web sites: www.amazon.co.uk in the United Kingdom and www.amazon.de in Germany. Amazon.com also operates PlanetAll (www.planetall.com), a Web-based address book, calendar, and reminder service, and the Internet Movie Database (www.imdb.com), the Web's comprehensive and authoritative source of information on more than 150,000 movies and entertainment programs and 500,000 cast and crew members dating from the birth of film in 1892 to the present.

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 the Annual Report on Form 10-K for the year ended December 31, 1997, and the quarterly report on Form 10-Q for the quarter ended June 30, 1998.

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