



## **Amazon.co.uk and Associated New Media strike exclusive bookselling deal**

November 5, 1998

***Leading Internet bookstore & Associated New Media team up to provide great content and an enhanced book-buying experience.***

**5 November 1998.** Amazon.co.uk and Associated New Media (ANM) today announced an agreement naming Amazon.co.uk as the exclusive bookseller across ANM's award-winning websites.

Under the terms of the agreement, UKplus, This is London and Soccer.net, give visitors to their sites the opportunity to choose from Amazon.co.uk's 1.4 million titles. There will be easy access to this huge selection of books at everyday low prices via specific content links, buttons, banners, and promotions across all three sites.

"The wide reach of ANM's three popular sites will help more people in more places discover Amazon.co.uk's unique British content, selection of books, great prices and customer service," said Simon Murdoch, Managing Director of Amazon.co.uk.

Paul Zwillenberg, Managing Director of ANM comments, "Building on the massive success of the Soccer.net Store during the World Cup, this is just the latest in an ongoing strategy to deliver high value e-commerce services to our visitors, demonstrating our commitment to bring the best possible value to advertisers and user alike. And far from narrowing our focus in terms of growth, this deal with Amazon.co.uk complements our other revenue streams whilst enhancing the quality of our products. This relationship underscores the enduring appeal of powerful content brands on the web".

### **About Associated New Media**

Associated New Media is the new media publishing division of Daily Mail and General Trust, one of Britain's premier national newspaper groups. As owner of the Daily Mail, the Mail on Sunday and London's Evening Standard, its readership is in excess of 12 million a day.

Associated New Media publishes some Europe's most successful websites. The Evening Standard's online city guide, This is London was winner of the Best Online Publication and Best Overall Site at the 1998 Yell Awards and Best Consumer Publication and the Grand Prix Prize at the 1998 New Media Age Effectiveness Awards. Soccer.net, the world's favourite football website attracts an average of 80,000 users a day, reading nearly 700,000 pages of football news and comment from the Daily Mail's leading team of football writers. UKplus, the fast and efficient UK-specific search directory, is compiled by a team of experienced journalists and features concise reviews of the best sites of the Web, hand-picked for their relevance to UK Web users.

### **About Amazon.co.uk**

Amazon.co.uk is a subsidiary of Amazon.com, Inc. Amazon.com, Inc. (NASDAQ: AMZN), the Internet's No. 1 book and No. 1 music retailer, opened its virtual doors on the World Wide Web in July 1995 and quickly became Earth's Biggest Bookstore. Amazon.com store has expanded to offer more than 3 million books, music CDs, audiobooks, videos, 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(TM) 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, a Web-based address book, calendar, and reminder service, and the Internet Movie Database, 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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