



Amazon.co.uk teams with FHM, Q and Empire online

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19 January 1999. *Online store becomes exclusive bookseller for EMAP Metro Online*

Amazon.co.uk, the U.K.'s leading online retailer, has become the exclusive seller of books and audiobooks on the EMAP Metro Online websites. In addition, Amazon.co.uk will provide a range of e-commerce services and content for visitors to EMAP Metro Online websites.

Under a three-year agreement, Amazon.co.uk will be the exclusive seller of books and audiobooks to EMAP Metro Online customers across all of its sites, which currently include Empire, FHM and Q magazine.

When logging on to any of these EMAP sites, visitors will see a prominent Amazon.co.uk graphic button and search box, situated permanently in the navigation area of each site, allowing easy access to the Amazon.co.uk book search engine. Amazon.co.uk will also be working in conjunction with EMAP Metro Online to provide relevant book information and other content across all areas of each site, enriching the customer's online experience.

"Agreements like this have allowed us to bring Amazon.co.uk's wide selection and great prices to the attention of many new customers. This agreement with EMAP associates us with the popular online versions of many of the UK's favourite lifestyle magazines, including FHM, the leading men's lifestyle magazine, and ensures that customers can follow direct and convenient links to buy books with just a few clicks of the mouse," commented Simon Murdoch, Managing Director of Amazon.co.uk.

"This marks the strong association between ourselves and one of the best known brands on the Internet. We're confident that the addition of Amazon.co.uk's commerce expertise and bespoke content will add customer value to our stable of magazine websites," commented Jane Duggan, New Media Director of EMAP Metro.

About Amazon.co.uk

Amazon.co.uk Ltd offers more than 1.5 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. Amazon.co.uk is a subsidiary of Amazon.com, Inc.

About Amazon.com

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. Today, the Amazon.com store has expanded to offer more than 4.7 million books, music CDs, videos, DVDs, computer games, and other titles. 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 involving certain risks (such as the unpredictability of future revenues and challenges associated with management of its growth). More information about factors that could affect Amazon.com's financial results is included in the company's filings with the Securities and Exchange Commission.

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About EMAP Metro Online

EMAP Metro Online, part of EMAP Metro Ltd, publishes three of the UK's most entertaining consumer web sites, which together have a combined traffic of over 11 million page impressions per month: FHM Online, a men's lifestyle and entertainment web site.

Q Online, the UK's most comprehensive music site, with over 17,000 archived music reviews and an online music store.

Empire Online, the UK's most authoritative and entertaining film web site, with thousands of archived film reviews.

For more information about Amazon.co.uk, please contact:

- Fiona Murphy or
Rebecca Woods on 0208 237 4000.