



## Amazon.co.uk announces online marketing deal with LineOne

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20 April 1999. *Leading Internet bookstore increases presence on newly revamped OSP.*

Amazon.co.uk, the UK's leading online retailer, today announced an expansion of its marketing programme with the free online service provider (OSP) LineOne. Under a two-year exclusive agreement, visitors to the Web site will see promotional links to Amazon.co.uk.

The new deal also includes an exclusive book partnership in the shopping area of LineOne. Visitors will have the opportunity to choose from Amazon.co.uk's huge selection of books and new LineOne members will be rewarded with a £5.00 book gift certificate to spend when they sign up for the service.

LineOne users will also be able to enjoy regular information about their favourite books through an exclusive e-mail to book lovers. Visitors to the site who supply details of their book interests will be sent book recommendations, reviews, articles and interviews, all tailored to their individual interests, via e-mail.

"Internet penetration is still growing at a phenomenal rate in the UK so it's great that we're working with some of the leading names in service provision. This marketing partnership with LineOne will deliver a unique combination of news, information and shopping to thousands of people online," commented Dr Simon Murdoch, Managing Director of Amazon.co.uk.

"We are delighted that Amazon.co.uk has chosen to strengthen its partnership with LineOne. This increased investment confirms LineOne's status as a key UK e-commerce partner and the combination of Amazon.co.uk's resources and LineOne's great content gives our members an unparalleled quality book shopping environment," said Andrew Burke, Managing Director of LineOne.

### Notes for editors

#### About Amazon.com

Amazon.co.uk is a subsidiary of Amazon.com. Amazon.com, Inc., (NASDAQ: AMZN), the Internet's No. 1 book and No. 1 music retailer. Amazon.com 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 3 million books, music CDs, videos, DVDs, computer games and other titles. Amazon.com also operates PlanetAll ([www.planetall.com](http://www.planetall.com)), a Web-based address book, calendar and reminder service, and the Internet Movie Database ([www.imdb.com](http://www.imdb.com)), the Web's comprehensive and authoritative source of information on more than 150,000 movies and entertainment programmes and 500,000 cast and crew members dating from the birth of film in 1892 to the present.

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#### About LineOne

LineOne is an online service provider jointly owned by United News & Media and BT. The only British online service provider to offer free Internet access and a full range (1.8 million pages) of content, LineOne is now attracting new users at the rate of 10,000 per week to add to the more than 160,000 people who are already members of the LineOne community. LineOne's extensive content is now generating more than 50 million page impressions every month, and the Web site is in the top ten most visited sites in the UK.

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