



## **DHL Helping Amazon.co.uk's customers Worldwide**

May 19, 1999

**19 May 1999.** *To better serve customers worldwide, leading online book retailer Amazon.co.uk has selected DHL International (UK) Ltd to fulfil its international priority book orders.*

Already fulfilling international shipments for Amazon.com (USA) and Amazon.de (Germany), DHL's UK appointment means it becomes the company's preferred international express carrier worldwide.

DHL, which has been working with Amazon.co.uk since October 1998, has already delivered shipments to 96 countries worldwide, including Uganda, Mexico, Kuwait, Singapore, Norway, Poland, Japan and Bahrain.

Order information is downloaded into two DHL Easyship systems - comprehensive kits installed at Amazon.co.uk to produce airway bills, pro forma invoices, and management reports - so that shipments can be despatched and collected by DHL.

Cliff Saunders, Market Sector Manager DHL International (UK) Ltd said: "The service we provide for Amazon.co.uk customers focuses on speed based delivery. We are constantly striving to provide a quality service to ensure total satisfaction for Amazon's customers."

Simon Murdoch, Managing Director of Amazon.co.uk commented: "For many web users, e-commerce is relatively new so we need to ensure that their experience using Amazon.co.uk is positive. With its strong global network, and time sensitive service, we believe that DHL Worldwide Express and DHL International (UK) Ltd, helps us give our worldwide customers the best possible service."

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

Amazon.co.uk is a wholly owned subsidiary of Amazon.com. Amazon.com, Inc. (NASDAQ: AMZN), the Internet's No. 1 music, No. 1 video, and No. 1 book retailer, opened its virtual doors on the World Wide Web in July 1995. Today, the Amazon.com store has expanded to offer free electronic greeting cards, online auctions and more than 4.7 million book, music-CD, video, DVD, computer-game, and other titles, plus secure credit-card payment, personalized recommendations, and streamlined ordering through 1-Click[SM] technology and hassle-free auction bidding with Bid-Click[SM].

Amazon.com operates two international Web sites: [www.amazon.co.uk](http://www.amazon.co.uk) in the United Kingdom and [www.amazon.de](http://www.amazon.de) in Germany. Amazon.com also operates PlanetAll ([www.planetall.com](http://www.planetall.com)), a Web-based address book, calendar, and reminder service. It also operates 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 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, anticipated losses, unpredictability of future revenues, potential fluctuations in quarterly operating results, seasonality, consumer trends, competition, risks of system interruption, management of potential growth, risks related to auction services, and risks of new business areas, international expansion, business combinations, and strategic alliances. More information about factors that potentially could affect Amazon.com's financial results is included in Amazon.com's filings with the Securities and Exchange Commission, including its Annual Report on Form 10-K for the year ended December 31, 1998.

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### **About DHL International**

DHL International (UK) Ltd is part of DHL Worldwide Express, the world's number one express carrier. Last year DHL carried over 100 million parcels and documents door to door in 227 countries and territories, for over 3,000,000 customers. It offers fast, reliable and cost effective solutions to customers' distribution needs.