



Amazon.co.uk introduces everyday price savings of 50% for UK bestsellers

June 8, 1999

June 8, 1999. *Customers to save even more on bestselling fiction and non-fiction*

Amazon.co.uk, the UK's leading online bookseller, today began an everyday 50% discount on UK bestsellers.

The move means that Amazon.co.uk customers will receive 50% off list prices for the most popular books available in the UK. Amazon.co.uk will continue to offer savings of up to 40% on thousands of other bestselling and harder-to-find books.

- "This is part of our everyday low-pricing policy," said Simon Murdoch, Managing Director of Amazon.co.uk. "This is not a short-term promotion or sale, but a long-term saving for our customers who enjoy reading UK bestsellers. We are genuinely committed to providing ongoing customer value."

The 50% discount applies to the top 40 UK bestsellers, which includes fiction and non-fiction books, both hardback and paperback. In addition, customers will save 50% if they choose to buy a copy of Amazon.co.uk's choice book, which is featured on the Home Page.

Examples of 50% price savings on bestselling hardcover books are as follows:

- *Monsoon*, by Wilbur Smith, is listed at £17.99 but sells for just £8.99 on Amazon.co.uk
- *Score*, by Jilly Cooper, is listed at £16.99 but sells for just £8.50 on Amazon.co.uk
- *The Girl Who Loved Tom Gordon*, by Stephen King, is listed at £12.99 but sells for just £6.50 on Amazon.co.uk
- *The Naked Chef*, by Jamie Oliver, is listed at £18.99 but sells for just £9.50 on Amazon.co.uk
- *Business @ the Speed of Thought: Using a Digital Nervous System*, by Bill Gates, is listed at £18.99 but sells for just £9.50 on Amazon.co.uk

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 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. It also operates 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, 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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