



Amazon.co.uk Associates Programme surpasses 10,000 members

July 20, 1999

July 20, 1999 *Associate enrolment rockets in first 9 months*

The UK's leading online bookseller today announced that enrolment in its Associates Programme has surpassed 10,000 member Web sites.

The Associates Programme is a scheme whereby Web sites are able to earn extra money by offering books for sale by establishing links to Amazon.co.uk.

A number of charitable sites have experienced the benefits of having an Associate relationship.

These include sites such as the Royal National Institute for the Blind [www.rnib.co.uk], The Children's Society [www.mfccentral.com] and a branch of The National Autistic Society [www.jaymuggs.demon.co.uk/welcome.htm]. In addition, Fundraising.co.uk [www.fundraising.co.uk], a resource for UK charities and non-profit fundraisers has its own bookshop, which offers advice and direct links through to Amazon.co.uk.

Amazon.com pioneered the concept of syndicated selling in July 1996 and Amazon.co.uk has multi-year or premier associate relationships with top sites such as Excite.co.uk, Yahoo.co.uk, Virgin.net, and the Electronic Telegraph. The Associates Programme allows individual Web sites to select books of interest to their visitors, add their own reviews and recommendations, and link directly to the Amazon.co.uk catalogue.

Amazon.co.uk handles the secure online ordering, customer service, and shipping, and sends weekly, automatically generated sales reports via e-mail to registered Associates. Associates enrol by visiting the Amazon.co.uk Web site and can be up and running in hours. Participation in the programme is free.

Howard Lake, Founder of UK Fundraising said "Many visitors come to UK Fundraising (www.fundraising.co.uk) to look for practical information, news and advice on all aspects of fundraising, including Internet fundraising. We are sharing a lot of expertise with visitors, and it makes sense to offer extra resources that add value. Our association with Amazon.co.uk means we can confidently offer an efficient bookselling service and generate revenue into the bargain."

"The Associates Programme is a great way for any Web site to participate in e-commerce and the success of charity associated Web sites such as UK Fundraising emphasise the impact and the value that can be added by being part of the scheme," said Simon Murdoch, managing director of Amazon.co.uk.

More information on the Associates Programme and how to join can be found at www.amazon.co.uk/associates/

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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