



## **Amazon.co.uk appoints advertising agency**

September 14, 1999

Amazon.co.uk has announced today that it has appointed Howell Henry Chaldecott Lury (HHCL and Partners) to manage its creative advertising brief in the UK.

'HHCL understands and shares our unyielding passion for customers, and is an innovative agency which we feel confident will help us communicate the experience of shopping at Amazon.co.uk in a creative and fun way' commented David Osborne, Communications Manager at Amazon.co.uk.

HHCL and Partners' Chief Executive Robin Azis said

'Many internet brands and web based start ups have approached us. Being appointed to work on Amazon, the largest internet brand in the world, is a real coup for the Agency. Amazon is frighteningly ambitious. They see no boundaries anywhere, which we find hugely exciting and challenging'.

**For more information please contact:**

- Rebecca Woods or Rachel Francis at Joe Public Relations on 0181 237 4000 or email [rebeccaw@joepublicrelations.co.uk](mailto:rebeccaw@joepublicrelations.co.uk).

### **About Amazon.com**

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 and today offers Earth's Biggest Selection™ with online auctions, toys, electronics, free electronic greeting cards, and more than 4.7 million book, music-CD, video, DVD, and computer-game titles. Amazon.com seeks to be the world's most customer-centric company, where people can find and discover anything they may want to buy online. As part of its efforts to provide the best shopping experience for customers, Amazon.com provides secure credit-card payment, personalised recommendations, streamlined ordering through 1-ClickSM technology, and hassle-free auction bidding with Bid-ClickSM.

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. Amazon.com also operates LiveBid.com ([www.livebid.com](http://www.livebid.com)), the sole provider of live-event auctions on the Internet. In addition, Amazon.com has invested in leading Internet retailers that are improving the lives of customers by making shopping easier and more convenient: [drugstore.com](http://drugstore.com), an online retail and information source for health, beauty, wellness, personal care and pharmacy, at [www.drugstore.com](http://www.drugstore.com); [Pets.com](http://Pets.com), the online leader for pet products, expert information, and services, at [www.pets.com](http://www.pets.com); [HomeGrocer.com](http://HomeGrocer.com), the first fully integrated Internet grocery-shopping and home-delivery service, with operations in Seattle and Portland, Oregon, at [www.homegrocer.com](http://www.homegrocer.com); and [Gear.com](http://Gear.com), which offers brand name sporting goods at prices from 20 to 90 percent off retail, at [www.gear.com](http://www.gear.com).

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 and Quarterly Report on Form 10-Q for the quarter ended March 31, 1999

### **About HHCL**

Howell Henry Chaldecott Lury was founded in 1987 and has grown steadily every year since. In 1994 the company relaunched as a total Marketing Communications Company, HHCL and partners. This reflected the belief that advertising should not always occupy centre stage. This new company has no bias to one medium or another and brings together a new blend of marketing skills under one roof. Specialists work together collaboratively with a totally holistic perspective; more than just integrated execution, HHCL and Partners offers integrated thinking and problem solving. According to MEAL Register, HHCL and Partners is the 20th largest advertising agency in the UK and fastest growing in the top 20.