



Minding your money gets the Foolish treatment with Amazon.co.uk and The Motley Fool

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Amazon.co.uk (www.amazon.co.uk), the UK's leading Internet bookseller, is teaming up with The Motley Fool (www.fool.co.uk), the UK's fastest growing personal finance web site.

Customers can now order *The Motley Fool UK Investment Guide* from the special Motley Fool area on the Amazon.co.uk web site. The book is currently the number one business best seller on Amazon.co.uk and has topped the charts since it was published on October 23 1998. Also available are two further Motley Fool UK books newly launched in October 1999: *The Fool's Guide to Investment Clubs* and *The UK Investment Workbook*.

The Amazon.co.uk Motley Fool page will offer UK-orientated books to help individual investors plan and execute financial decisions and untangle the latest market news. In future, as well as the latest books from The Motley Fool, customers can expect to see Foolish comment on the latest financial developments as well as Foolish reviews of other financial guides.

Colleen Byrum, managing director of Amazon.co.uk said, "This is great news for both UK book-buyers and potential investors who might be hesitant about dabbling in stocks or shares. At Amazon.co.uk we're always looking to extend the boundaries of book retailing to the benefit of our customers and I'm confident that this partnership with Motley Fool will add extra value to the information we already provide our customers."

James Kraft, The Motley Fool's chief European Fool adds: "Amazon.co.uk users are pretty savvy and they have money to invest. Like most people, though, they were never taught personal finance or investment. It's fun for us to work with a Foolish company like Amazon.co.uk and help their users learn how to make the most of their money."

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About Amazon.co.uk

Amazon.co.uk is a wholly owned subsidiary of Amazon.com, Inc. (NASDAQ: AMZN), the Internet's No. 1 music, No. 1 video, and No. 1 book retailer, which 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 technology and hassle-free auction bidding with Bid-Click.

About The Motley Fool

The Motley Fool Inc., founded by David and Tom Gardner, operates the best-known personal finance and investment sites on the Internet and AOL. Having started with 60 readers on its first day in August 1994, The Motley Fool now averages 40 million impressions each month in the US, and over 1.5 million in the UK, by providing financial information, strategies and Foolishness through its online forum.

The Motley Fool, whose mission it is to make the individual's management of their personal finances fun, profitable and therefore 'Foolish', by challenging conventional industry 'Wisdom', can be found at www.fool.co.uk.