



Amazon.co.uk launches the ultimate music store

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Providing its customers with the ultimate music shopping experience, Amazon.co.uk, the UK's leading online store, today launched its highly anticipated music store, with three times the selection of a typical music store and competitive pricing across a wide selection of titles, including best-selling CDs.

Music fans can choose from a selection of more than 120,000 music CD albums - from Acid Jazz to Vintage Rock and Chamber music to Garage. The rich selection spans 12 main categories and 87 genres covering all music varieties including Jazz and Blues, Folk and World, Country, Dance, Indie, Films and Shows, Rock, Pop, R&B, Soul and Hip Hop, Nostalgia, Lounge and Exotica and Classical.

Music enthusiasts can now experience the same high customer service standards, the same extensive selection and the competitive prices that customers of Amazon.co.uk's bookstore already enjoy. The store has a wealth of expert and customer reviews, artist interviews, articles, essentials listings, best-selling albums and thousands of song samples to play before purchase.

Editors and contributors to the music store have also written for *The Times*, *The Guardian*, *The Independent*, *Evening Standard*, *Rolling Stone*, *Sky Mixmag*, *Q*, *Melody Maker*, *NME*, *BBC Music Magazine*, *Gramophone*, and *Jazz Journal International* amongst others.

"We've designed our store for music lovers, so they can easily find what they want, from the latest releases to hard to find gems," said Colleen Byrum, managing director of Amazon.co.uk. "We know that our current customers who are passionate about books are also extremely passionate about music, and we've listened carefully to their suggestions when creating our music store. Amazon.co.uk has always provided the best selection, ultimate ease of use, rich content and competitive prices for books, and now we've made the store the ultimate destination for music lovers too."

SELECTION AND PRICING

The new Amazon.co.uk music store offers a selection three times larger than a typical music store, with thousands of CDs albums at competitive prices. Amazon.co.uk is offering best-selling albums with prices starting from £9.99.

Features include:

- customer and editor reviews, including material provided by journalists from best-selling magazines such as *Q*, *NME* and *Gramophone*
- interviews with musicians and artists across the gamut of musical genres
- charts of the best-selling titles
- the facility to order new releases for delivery to customers as soon as they launch
- thousands of sound samples which allow customers to listen to tracks from CDs before buying
- an easy-to-use search engine allowing users to search by artist, CD title, record label, song title, or keyword
- CD pages to provide quick access to essential information. CD pages contain detail about pricing, availability, song samples and reviews.

Amazon.co.uk has also significantly redesigned its store with the advent of music. It has focused on providing customers with a secure, convenient, seamless shopping experience for both books and music. The new store design allows customers to move easily between the book and music areas, making it fast and simple for customers to find exactly what they are looking for. Customers can also take advantage of an integrated shopping basket, 1-Click ordering and consolidated shipping.

Ends

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Notes for editors

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, personalised recommendations, and streamlined ordering through 1-Click® technology and hassle-free auction bidding with Bid-Click.