



Customers Make Amazon.co.uk No. 1 in Christmas 1999 Online Shopping

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MMXI Europe Ranks Amazon.co.uk the UK's No. 1 e-commerce site

London: 1 February 2000: 13.00: Online shoppers made Amazon.co.uk the No. 1 online retailer for the busy Christmas 1999 shopping season, according to new figures released by MMXI Europe B.V. for December 1999.

In what was heralded as the UK's first e-Christmas, customers shopping at Amazon.co.uk put the online retailer far ahead of other UK-based sites. Steve Frazier, managing director of Amazon.co.uk said: "We're grateful that so many customers trusted Amazon.co.uk to fill their shopping needs. These results are further proof that Amazon.co.uk is the No.1 store for Britain's online shoppers - a position reflecting our efforts to consistently delight our customers and extend our offer to include books, music, auctions, and zshops.

The MMXI report shows that more than 841,000 individuals visited Amazon.co.uk during this period; that's 10.8% of the entire UK online population. The No. 2 site in the UK was Amazon.com, the parent site of Amazon.co.uk. In fact the combined figures of Amazon.co.uk and Amazon.com were nearly three times the size of the next retail site.

Amazon.co.uk was the only retailer to make the UK top 20, coming in at 18th among UK users, which includes portals and ISPs.

According to the MMXI retail classification, 42% of the UK population who visited an online retail site in December went to an Amazon site. The figures are a particularly important indicator as they cover a period when many new Internet users made their first online purchase.

"E-commerce is built on trust and confidence, and by delivering on more than 99% of orders placed right up to 22 December we helped ensure that customers will return to our stores and help us continue to serve them," Frazier said.

MMXI Europe - Top 10 Retail Sites in the UK

December 1999 Measurement Period

(01/12/99 through 31/12/99) At Home Panel

Rank Top 10 Retail Sites Unique Visitors (000) Reach

Total Digital Media 7,821

1	Amazon.co.uk	841	10.8%
2	Amazon.com	421	5.4%
3	Jungle.com	395	5.0%
4	Tescodirect.com	300	3.8%
5	Infront.co.uk	285	3.6%
6	Argos.co.uk	273	3.5%
7	Beeb.com	263	3.4%
8	Bol.com	255	3.3%
9	Autotrader.co.uk	233	3.0%
10	Dabs.com	171	2.2%

Notes to editors

Steve Frazier, managing director, Amazon.co.uk is available for comment.

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About Amazon.co.uk

Amazon.co.uk today offers more than 1.5 million books and CDs, hosts online auctions and provides a complete online storefront for individual merchants through its zShops. Amazon.co.uk customers enjoy the benefits of industry-leading online shopping technology, such as secure credit-card payment, personalised recommendations, streamlined, 1-Click. ordering and hassle-free Bid-Click auction bidding.

Amazon.co.uk is the trading name for Amazon.com Int'l Sales, Inc. and Amazon.com International Auctions, Inc., which are both wholly owned subsidiaries of Amazon.com, Inc. (NASDAQ: AMZN), the Internet's No. 1 book, No. 1 music, and No. 1 video retailer, which opened its virtual doors on

the World Wide Web in July 1995 and has already provided safe and convenient shopping to more than 16 million customers worldwide.

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, risk of distribution centre expansion, risks related to fourth quarter, risks of system interruption, management of potential growth, risks related to auction and zShops services, risks related to fraud and Amazon.com Payments, 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 Reports on Form 10-Q for the quarters ended March 31, 1999, June 30, 1999 and September 30, 1999.

For more information about Amazon.co.uk, please contact:

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