



## Amazon.co.uk Launches "Amazon.co.uk Anywhere"

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EUROPE'S FIRST INTERNET SHOPPING SERVICE BY MOBILE PHONE

**London: 23 February 2000: 09.00 GMT: Amazon.co.uk**, UK's leading online retailer<sup>1</sup>, announces the launch of its "**Amazon.co.uk Anywhere**" service; offering, for the first time in Europe fully functional Internet shopping from WAP-enabled mobile phones.

From 00.01 24 February 2000, books and music can be bought online quickly and conveniently by customers using their mobile phones via the **Amazon.co.uk** internet site.

Commenting, Steve Frazier, **Amazon.co.uk** managing director, said: "**Amazon.co.uk Anywhere** puts the UK's best Internet retail site in your pocket and lets you shop from your mobile phone. It's yet more proof that we're dedicated to delivering the best online services to our customers, first."

"With **Amazon.co.uk Anywhere**, our customers can find, discover and buy online, at any time, from anywhere that they choose. Now it is easier than ever to enjoy the benefits of saving time and money from shopping online."

Unlike other competitor services, **Amazon.co.uk Anywhere** is the first European service which allows customers to complete their whole transaction from their handset without making a voice call.

**Amazon.co.uk Anywhere** will initially be available on Nokia 7110 and Motorola Timeport WAP handsets.

**Amazon.co.uk** customers will be able to access **Amazon.co.uk Anywhere** through My Motorola and Club Nokia portals. Existing Amazon.co.uk customers can shop Amazon.co.uk Anywhere from their mobile phone simply by inputting their user name and password into a MiniBrowser menu. New customers will need to open an Amazon.co.uk account via a PC before using Amazon.co.uk Anywhere on their mobile phone.

Motorola and Nokia WAP customers will be able to access the Internet to check news headlines, stock prices, sports results, hotel and travel information in the normal way. There will be no charge to access an **Amazon.co.uk** account from a mobile phone. Calls will be charged at standard data call rates which are lower than normal voice calls.

According to a Yankee Group assessment, it is estimated that globally within five years, there will be more than half a billion Internet accounts and roughly 1 billion digital mobile phone subscriptions. WAP-enabled 'smart phones' are expected to have 48 million users worldwide by 2002 and 204 million by 2005. Include "hr1.h"<sup>1</sup> - MMXI (Europe) BV December 1999

**For more information, interviews, photos or demonstration of the phone service contact:**

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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, 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 17 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, season-related issues, 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.