



Play It Again Sam, With Films From Amazon.co.uk

March 1, 2000

Online Retailer Opens New Dvd And Video Store With Exclusive Links To Web's Favourite Film Site

London: 1 March 2000: 09.00: Building on the success of its books, music, auctions and zShops services, Amazon.co.uk, the UK's leading online retailer today announces the opening of its newest online store - DVD and Video.

The new store provides the most comprehensive selection of DVD and video available at competitive prices. The store offers 22,000 VHS titles which is almost every video available in the UK as part of the 940 million UK VHS market. The store also has every one of the 1,000 DVDs currently available in the UK and is committed to offering every new DVD as the selection of titles expands.

Steve Frazier, managing director of Amazon.co.uk said: "Our new DVD and video shop features unsurpassed customer service and delivery, and we hope to delight enough customers to put us in an excellent position to become a dominant player not only in VHS but also in the rapidly expanding DVD category." According to industry statistics, sales of DVDs in December 1999 were 15 times larger than December 1998 and the market for DVD titles is expected to be worth over 250 million for 2000 .

Amazon.co.uk also is the only online retailer in the world selling DVDs and videos that is fully integrated with the Internet Movie Database (IMDb) . These exclusive links provide Amazon.co.uk customers with easy access to the web's leading resource for film fans. IMDb has been voted the best film website in the world for three years running by the prestigious Webby Awards. An amazing 4 million visitors a month visit IMDb and its featured information on more than 220,000 film titles.

The DVD and video store offers Amazon's proprietary 1-click shopping, gift wrapping and pre-ordering for new DVDs and videos as soon as release dates are announced.

The DVD and Video store browse categories are: Action & Adventure, Art House & International, Classics, Comedy, Drama, DVD, Horror & Suspense, Kids & Family, Music & Musicals, Science Fiction & Fantasy, Special Interests and Television & Documentary. In addition, the Amazon.co.uk store offers over 10,000 film related books and 15,000 soundtracks, making it the destination of choice for all film fans.

Amazon.co.uk is the UK's top online retailer with more than one million customers. This expansion follows on the heels of fourth quarter 1999 sales, announced in February, of 26 million; representing a year on year growth of 430% on ourth quarter 1998 sales of 4.9 million. Based on this data, Amazon.co.uk has now reached a 100 million annualised sales level just one year after opening its virtual doors.

About Amazon.co.uk

Amazon.co.uk today offers more than 1.5 million books and CDs, DVDs and videos, 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. Through Amazon.co.uk Anywhere, Amazon.co.uk is also available on mobile phones with WAP technology; look at www.amazon.co.uk/anywhere for details.

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.

About IMDB

In 1993 a web version of the Internet Movie Database (IMDb) was created and launched in the UK. The site instantly became the leading film online resource and a major UK based service -- a position it still holds today. In 1996 IMDb switched from an volunteer run site into a professional advertising supported business. In April 1998 IMDb was acquired by Amazon.com as a launchpad for Amazon's entry into the online video market. IMDb continues to operate as a UK based independent subsidiary of Amazon.com.

IMDb covers over 220,000 movies from 1892 to 2003 with details on over 800,000 film industry professionals. The site receives around 90 million page views per month from over 4 million unique users, making it one of the most popular sites in the world. The site has won numerous awards including three consecutive "Best Film Site" awards at the prestigious Webby Awards.

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

- Fiona Murphy or
Rebecca Woods on 0208 237 4000.