



Small publishers to benefit as Amazon.co.uk launches Advantage Programme

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Authors and small publishers empowered to sell books online

May 12th 2000. London. The UK's leading online retailer, Amazon.co.uk, today announced the launch of the Advantage Programme for UK Independent and small publishers. Already a massive success in the US with thousands of participants, Amazon.co.uk is bringing the programme to UK small independent publishers and authors.

The Advantage Programme allows independent publishers and self published authors to increase the visibility and sales of their titles by encouraging them to enhance their current listing in the Amazon.co.uk bookstore catalogue. This means that self-published authors, or publishers of obscure and specialist titles who would traditionally find it hard to distribute their work, can now sell over one of the most powerful distribution methods available - the Internet. Publishers and authors provide content to illustrate their books and supply stock to the Amazon.co.uk distribution centre for quick delivery to customers. Improved information and availability ensures their books will appear more often and more prominently when searching online.

Typically smaller publishers and authors experience problems with traditional large retail channels where there is large competition for shelf space and quick stock turnover. Now these smaller businesses have the same opportunities as larger publishers to have the best content, availability, virtual shelf space and distribution for their titles to Amazon.co.uk's over 1.4 million customers.

At no cost to the publisher or independent author, Amazon.co.uk will enable the quick addition of title information such as descriptions, excerpts, tables of contents, and author and publisher comments to the page. The books are also stored in the Amazon.co.uk distribution centre in Milton Keynes, Bedfordshire for quick dispatch and delivery. Faster book availability and richer content will make it easier for customers to discover and buy more books from independent publishers.

"With over 1.5 million book titles in our catalogue from more than 18,000 different publishers, Amazon.co.uk has always provided an opportunity for smaller publishers to market their books to a worldwide audience", said Robin Terrell, general manager of Amazon.co.uk Books. "Now through Amazon.co.uk Advantage a book from an independent publisher or author can have the same prominence and immediate availability for customers as a title from a larger publisher. This is beneficial for both customers and smaller publishers."

Notes to Editors

For more information, please contact Judith Catton on 0208 636 9252 or email judithc@amazon.co.uk or Ross Williams at The Red Consultancy on 0207 465 6421 or rossw@redconsultancy.com.

About Amazon.co.uk

Amazon.co.uk today offers more than 1.5 million books, 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 Anywhere, Amazon.co.uk also is 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 20 million customers worldwide.