



## Amazon.co.uk Makes History

July 7, 2000

### Harry Potter & The Goblet of Fire biggest selling book in eTailing ever

**London: 7 July 2000: 04.00:** Amazon.co.uk staff have worked through the night, at the company's distribution centre in Milton Keynes, to ensure more than 65,000 copies of *Harry Potter & The Goblet of Fire* are ready to be shipped today.

Final pre-orders are now being packed and it's estimated that one in every 150\* children in the UK will receive a copy of the book from Amazon.co.uk. In a last minute rush over 15,000 orders have been placed in the past two days and they are still coming in. In total over 400,000 *Harry Potter & The Goblet of Fire* books have been sold by Amazon.co.uk, Amazon.de and Amazon.com making this title the biggest selling book in eTailing history.

Steve Frazier, managing director of Amazon.co.uk, commenting on the sales said, "This is an historic moment for Amazon.co.uk, and for the company globally, the customer response we've seen for *Harry Potter & The Goblet of Fire* is outstanding and we expect it to continue as children read the book and spread the Harry Potter word amongst Muggles."

### Harry Potter & Amazon.co.uk The Facts

- The total weight of all the books shipped is 53 tonnes.
- The total number of pages delivered is 41,600,000.
- The books would stretch from end to end for 13.3 kilometres.
- The Harry Potter books have been number one in Amazon.co.uk's Hot 100 for a total of over six months.
- All three Harry Potter books are currently in the top fifteen of Amazon.co.uk's Hot 100 chart.
- Pre-orders for *Harry Potter & The Goblet of Fire* were first made in December 1999.
- Pre-orders for the not-yet-written Harry Potter 5 began to be placed in June 2000.
- Amazon.co.uk has shipped to over 150 countries.

\* Between the ages of 5-14

### For further information or interviews today, please contact :

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### 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](http://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.