



## Amazon.co.uk Launches the Ultimate Online PC & Video Games and Software Stores

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**18 July 2000, London:** Amazon.co.uk today opens its virtual doors on two new online stores, PC & Video Games and Software, offering the widest range of titles available, as well as almost every type of accessory you could want or need.

With a host of exciting features including customer reviews, editors' recommendations, great prices and 24-hour availability on most titles, **Amazon.co.uk** is now the ultimate shop for all gamers and computer users. **Amazon.co.uk's** new PC & Video Games store offers virtually every game possible, including complete back catalogues for all consoles as well as the broadest selection of games for both PC and Macintosh, all at competitive prices. You will also be able to find almost every type of accessory you want, from memory cards and joypads to steering wheels and even consoles themselves. Every serious gamer wants to get his or her hands on long-awaited new titles, and with **Amazon.co.uk's** famous pre-order service this couldn't be easier. Simply order the title in advance and it will be delivered to your door on day of release, and you won't be charged for it until the day it is sent to you.

**Amazon.co.uk's** editors' recommendations and customer reviews make finding and selecting the right title simple. And if you are a parent looking for a suitable game for your kids, then **Amazon.co.uk** has made buying the right title easier than ever with a Console Cram Course buying guide for parents and in-depth advice on age ratings.

The new **Amazon.co.uk** Software store is an invaluable resource for anyone who uses a computer for work, play or learning. To make finding the right product simple, you can browse for the title you need by the following categories: Home & Small Office; Education & Reference, with sub-sections like Education Stage and Educational Subjects; Professional & Specialist; Lifestyle & Hobbies. There are even dedicated specialist stores for Macintosh and Linux users as well as a strong selection of accessories and peripherals.

As with PC & Video Games, editors' recommendations, customer reviews and pre-ordering, combined with great prices and 24-hour availability on most titles, means that **Amazon.co.uk** is the best place for all your software requirements, including books and peripherals.

With the launch of its new PC & Video Games and Software stores, **Amazon.co.uk** is set to take advantage of a huge and growing market opportunity. With sales of more than #1.2bn in 1999, the UK is the world's third largest gaming market behind the US and Japan.

Steve Frazier, Managing Director of **Amazon.co.uk**, commented, "The launch of PC & Video Games and Software is great news for our customers, whether they're professional users, hobby gamers or parents looking for something for their kids. Our massive selection of titles and specialist Macintosh and Linux stores will also mean an end to those long and frustrating searches for hard to find titles - we've got everything!"

"Amazon is already the global market leader in online retailing for books, music & video. PC & Video Games and Software is one more step towards achieving our goal of being the place where customers can find, discover and buy anything they want online."

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### About Amazon.co.uk

Amazon.co.uk today offers more than 1.5 million books, CDs, DVDs, software titles, video games 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.