



## Amazon.co.uk has Christmas wrapped up

August 8, 2000

**8 August 2000, London:** Are you dreading the slog to the shops this Christmas? Want to avoid the hassles of traffic, rainy weather and hordes of people? Christmas is the biggest shopping nightmare of the year, but at Amazon.co.uk we'll let you into the no-stress secret of wrapping up Christmas. Your chosen gifts (from over two million items) can be delivered anywhere in the world whilst you stay at home, eating mince pies and listening to your favourite Christmas music. We'll save you hours of your time this year so try it out.

### The perfect gift everytime

Amazon.co.uk's gift centre (opens October 2000) has ideas for everyone on your Christmas list. Consider our editors to be your very own Santa's helpers and check out their suggestions--it's all listed in easy-to-find sections: for different sexes and ages, favourite hobbies and interests and price ranges. We've also got a mountain of ideas for kids of all ages, laid out in an easy-to-use format.

### Pre-ordering makes life simple

You know that your niece wants a DVD or VHS copy of Chicken Run for Christmas, but it isn't available in the shops yet. Use Amazon.co.uk's pre-order feature and you can order it this very second. As soon as it is released we'll send Chicken Run by Royal Mail to the address you choose. And since we don't charge your credit card until we ship the item, you don't need to worry. We have hundreds of items on pre-order, ready to be delivered to you before Christmas.

### Wish Lists end unwanted Christmas presents forever

Unwanted Christmas presents will be a thing of the past if your recipients set up a Wish List at Amazon.co.uk. Exactly like the Christmas list you made as a kid, you simply set up a Wish List of the things you most want--your friends and family can buy them for you by accessing your list at Amazon.co.uk. Get all the members of your family to set up a Wish List too and present-buying couldn't be simpler. **Let us wrap your gifts and save your time**

We love to use wrapping paper! The more miles the merrier! And when your presents arrive to your door giftwrapped, but hidden inside our usual Amazon.co.uk boxes, they will be more difficult for prying eyes and fingers to figure out what's inside. If you are sending giftwrapped presents to family and friends, we ensure they know who the gift is from without knowing how much you spent.

### Sending gifts around the country or around the world?

You can send gifts to family and friends anywhere in the world using our multi-address delivery system. Shop at Amazon.co.uk, place one order and send items to as many different addresses as you need. We make sure the right gifts go the right recipient--just think, no more Post Office queues!

### Worried about late deliveries?

With our new "track your order" function, you can follow your presents through our distribution centre and out of the door into the hands of the Royal Mail. We're sure this will help put your mind at ease.

### Still stuck for ideas?

Don't know which Dreamcast game your little brother is desperate for? Does your sister want "Gladiator" or "Ally McBeal"? No idea whether your dad wants Alex Ferguson's "The Unique Treble" or "The Beatles Anthology"? Not up to speed with the latest of your grandma's favourite classical CDs? Get them a gift certificate from Amazon.co.uk and let them choose their favourites. Forgot to buy a gift for someone, but they remembered you? Order a gift certificate from Amazon.co.uk and we can send it to them anywhere in the world within hours of your order.

### It's much ,much more than books at Amazon.co.uk

We think you'll find whatever you want at Amazon.co.uk this Christmas--and you might be surprised at what we've got. Look for flower presses; juggling kits; marbles set; aromatherapy sets; a Buffy the Vampire Slayer gift set (including Holy Water!); wall charts; nursery friezes; advent calendars; notebooks; diaries; play sets; make-your-own-jewellery kits; calendars; the Peter Rabbit bookshelf; children's gardening kits; activity sets; skipping ropes; keepsake boxes; nursery rhyme tapes; novelty mouse mats; and of course, that all important Christmas Number One CD single!

### Don't like it?

Don't worry, you can send it back to us for a refund or exchange. Just fill out the back of your packing slip, box it up and send it back to us. Easy!

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For further information contact the Amazon.co.uk press office on 020 8636 9280.

### About Amazon.co.uk

Amazon.co.uk today offers more than 2 million books, CDs, DVDs, software titles, video games and videos; it 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. 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. It opened its virtual doors on the World Wide Web in July 1995 and has already provided safe and convenient shopping to more than 23 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.