



Christmas lists for the 21st Century. Amazon.co.uk's new wish lists

September 5, 2000

London, 5 September 2000: Cast your mind back to those days when you spent hours deciding what you wanted Santa to bring you. Your Christmas wish list was sent to the North Pole and, as if by magic, you got what you wanted (well sometimes). Now, just in time for Christmas 2000, Amazon.co.uk is launching Wish Lists*, for grown-ups as well as children, the ultimate way to make sure you get what you want.

Eight out of ten people return at least one present they receive at Christmas. But unwanted gifts will be a thing of the past if you start a Wish List with Amazon.co.uk, the first UK retailer to introduce the service.

Exactly like a wedding list, you simply set up your Wish List of the items you most want--your friends and family can buy them for you by accessing your list on Amazon.co.uk. and they'll be sent straight to your door.

Next time someone asks you what you want for Christmas, you'll know exactly what to tell them. In fact, you can send your Amazon.co.uk Wish List straight to their e-mail inbox so they can buy you something there and then! And if you never know what to buy your friends, get them to set up a Wish List too and make your life easier.

Wish Lists are the latest addition to Amazon.co.uk, the UK's leading online store, making shopping even easier. You can browse through the over 2 million items Amazon.co.uk sells; it's not just books, music, videos, DVDs, pc and video games and software there's more--from calendars and diaries to personal digital assistants and webcams.

How to set up your Wish List

It's simple! Log on to Amazon.co.uk and look for items you want. You can go directly to them using the super-fast search function or spend some time browsing. Then you can add them to your Wish List with just a couple of clicks. Once you have a Wish List you can add to it whenever you want and even check what's been bought for you. You can then e-mail your Wish List to your family and friends, ensuring they know exactly what you really want this Christmas.

Wish List Privacy

The only details displayed about your Wish List are your name, your present selections, and the town or city where you live. If you share a name with other people you can add a couple of facts just to make sure your friends know which gift list is yours! And if you so desire you can make your Wish List "ex-directory", ensuring that only the people you want have access to it.

Buying from someone else's Wish List

Finding someone else's Wish List is easy--simply search by e-mail address, first or last name, or the town or city in which they live. Click on the link to see their suggestions, select a present, and buy the perfect present.

*Onsite from early September 2000
Online research conducted July 2000

For more 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.