



Amazon.co.uk revolutionises corporate incentive market

September 21, 2000

London: 21 September 2000: Amazon.co.uk, the UK's leading online retailer, has changed the face of the corporate incentive market with the launch of Amazon.co.uk Corporate Gift Certificates - essentially the first ever "e-vouchers" in this marketplace. Corporate customers are now able to purchase gift certificates, in bulk, directly from the retailer's website. Amazon.co.uk is the first e-tailer to enter the 400 million* UK corporate incentive market and believes that this dynamic development is something that the industry has been looking for.

Amazon.co.uk Corporate Gift Certificates can be used for incentives and rewards, loyalty and collector schemes, sales promotions and corporate events. Purchasers can locate the Corporate Gift Certificate information by clicking on <http://www.amazon.co.uk/corporategiftcertificates>. To qualify for the programme, the combined value of the order placed must be 3,000 - there is no maximum value set. Complete instructions of how to order, use and manage the gift certificates is clearly explained on the site and there is also a dedicated team within Amazon.co.uk ready to assist purchasers. Amazon.co.uk Gift Certificates can be used to purchase from the complete range of products* available on the website.

Steve Frazier, managing director, **Amazon.co.uk** said, "We are all very enthusiastic about this exciting innovation in the UK corporate incentive market. We believe that our corporate gift certificates will provide one of the most effective ways for companies to motivate their employees and reward their sales force. **Amazon.co.uk's** Gift Certificates have always been met with much enthusiasm from customers and we are looking forward to serving new corporate customers. We hope that with this launch we have created a brand new market segment which is set to grow and grow."

Amazon.co.uk is working with leading incentive agency, Maritz, to drive the sales strategy for the new products. For **Amazon.co.uk's** new range of Corporate Gift Certificates, Maritz has set up a comprehensive infrastructure of sales mechanics to ensure that all the market potential of these new products is maximized.

To support the initiative, **Amazon.co.uk** will also be running a trade press print advertising campaign in October and November 2000.

- *Source: The Voucher Association
- *Does not include Auctions and zShops services

For further information please contact the **Amazon.co.uk** press office on 0208 636 9280

About Amazon.co.uk

Amazon.co.uk today offers more than 2 million books, CDs, DVDs, software titles, pc & 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 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 23 million customers worldwide.