



No more tears at the checkout, no more temper tantrums in the toy department...

September 22, 2000

- AMAZON.CO.UK LAUNCHES NEW DEDICATED KIDS! SHOP -

London: 22 September 2000: To mark the launch of its new Kids! shop, **Amazon.co.uk** is inviting budding young reviewers from all around the country to enroll and join its new children's review panel, called **Amazon.co.uk Kids! Talk About...**

Every month, 10 children will be chosen to voice their views on the latest books, music, video/DVD and video games releases. These will be posted on a special **Amazon.co.uk Kids! Talk About** page, along with a 'Balloon' rating for each product. A 'Reviewer of the Month', will be chosen by **Amazon.co.uk's** editors and awarded 100 of gift certificates to spend on the site.

No Risk, Hassle-Free Shopping

The launch of **Amazon.co.uk Kids!** marks the introduction of **Amazon.co.uk's** first shop for children's products. For parents or kids, teachers or grandparents, Internet first-timers or online shopaholics, **Amazon.co.uk Kids!** is an adult **and** child-friendly store, allowing everyone to shop online in a safe, secure environment. Every item within the Kids! shop is guaranteed to be suitable for children.

Shop however YOU Want!

An easy one-stop shop for anybody buying for children aged 0 to 11, the new Kids! store, will offer a full range of top selling children's books, videos, DVDs, CDs, video games and a selection of favourite toys. Browsing through the store, customers are guided by categories that cover age, favourite characters (e.g. Winnie the Pooh, Barbie or Pokemon), or hobbies and interests (e.g. animals, cars or pop idols).

And with the convenience of shopping online from the bedroom or office, there's no lost children in department stores, temper tantrums, or battling through crowds with push-chairs and shopping bags! **Amazon.co.uk Kids!** lets you view the goods, buy them and have them delivered to wherever you want - all at the click of a mouse.

Wish List - a new way to keep Santa up-to-date

With **Amazon.co.uk's Wish List**, children can create their own online letters to Santa Claus, which they can either email to family and friends who can view them on the site. By setting up an **Amazon.co.uk** wish list kids can rest assured they'll get what they want from the elves at **Amazon.co.uk**.

And even if there's no wish list set up - relations, godparents, friends - and parents, are able to work out the best presents to buy from the advice and suggestions, provided by Amazon's experienced Kids! editors and our **Amazon.co.uk Kids!** panel.

Keep Up to Date with Latest Kids News

For everyone wanting to stay in the know about the next big thing or the must-have CD, **Amazon.co.uk Kids!** features bestseller lists for children's books, music, videos, software and video games which are updated regularly. And the Kids! editors will make regular recommendations on what children will love.

Bringing Up Baby

A special area of the store has been dedicated to Parenting and Childcare, where new and expectant parents, (or excited friends and family members!) will find loads of practical advice on pregnancy and baby and child development. Everything from books on baby massage, to ante-natal fitness videos, to coping with toddler tantrums and childhood illnesses are on hand to guide the most nervous parents, through the first few years.

Steve Frazier, managing director of **Amazon.co.uk** says; "We're opening this dedicated Kids! store, so that adults can have an enjoyable and hassle-free online shopping experience whilst shopping for their children. Parents can be confident in the knowledge that everything within the store is safe for children up to the age of 11 - and that every time they log on themselves they'll be able to find what they're looking for very easily!"

It's also a great way of shopping online with kids - they can have fun setting up their wish lists, checking out what the hottest things to buy are - and with **Amazon.co.uk Kids! Talk About** we're really looking forward to seeing what our young customers have to say!"

Shopping for children has never been easier - visit www.amazon.co.uk/kids and try it for yourself!

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

All budding reviewers are encouraged to send their name, age, address and email details to kids-reviewer@amazon.co.uk. 10 names will be selected at random each month and will be asked to review a selection of products. These will be posted on the **Amazon.co.uk** website and every month one lucky recipient will receive 100 of **Amazon.co.uk** gift certificates. Begins November 2000.

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.