



We Love You Yeah, Yeah, Yeah-But We've Forgotten Your Names

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London: 28 September 2000: The saying goes that if you can remember the 60s you weren't there. In fact it's not just the flower children of the 60s who can't remember - 43% of Brits cannot name the four most famous members of The Beatles. But they're still the one pop group we'd most like to get back together.

The UK's leading online retailer **Amazon.co.uk** has found that one in five people could not name John Lennon or Paul McCartney as members of the group, nearly six out of 10 (57%) people who grew up in the 60s think Ringo Starr is better known as the narrator of Thomas the Tank Engine and 60% agree that George Harrison is no longer a celebrity.

However, almost 40 years after they got together, Beatlemania lives on. That is why **Amazon.co.uk** is opening a dedicated Beatles Store - www.amazon.co.uk/beatles - to cope with the demand for Beatles music, films and memorabilia in advance of the publication of the new authorised autobiography, *The Beatles Anthology*, on 5 October. The Beatles Store features over 160 recordings, exclusive memorabilia, and an exclusive Paul McCartney interview - in which he reveals when the band began to fall apart.

The Beatles remain the one band that most people would like to see reform: 45% of those asked would prefer a Fab Four comeback over some of the biggest bands of the previous decades including The Doors, The Sex Pistols and The Smiths. What is more surprising is that nearly a third (31%) of 18-24 year olds would prefer The Beatles to reform than the original members of 90s sensations Take That (10%), Oasis (7%) and The Spice Girls (6%).

And despite The Beatles being only the seventh most successful act of all time (after Elvis, Cliff Richard, Elton John, Madonna, Michael Jackson and Rod Stewart), a quarter of us (25%) like to believe - with a certain nostalgia - that they are the greatest.

The results come as Britain prepares itself for the release of the most anticipated book since the publication of Harry Potter and the Goblet of Fire. *The Beatles Anthology*, available through pre-order on **Amazon.co.uk**, is the first collaboration of all three remaining Beatles and Yoko Ono Lennon since the band split in 1970. This authorised autobiography will give previously unseen insight into the lives of the Fab Four and their rapid rise to fame over 35 years ago.

Paul Zimmerman, general manager of music at **Amazon.co.uk** commented: "The Beatles have a special place in pop culture with people of all ages. We may not all be able to remember their names, but we can all hum along to a Beatles song. We're expecting huge demand for *The Beatles Anthology*, the classic albums and also some of the exclusive memorabilia we have for auction, including a doodle by John Lennon, signed drumsticks, rare albums and photographs and a Yellow Submarine fruit machine."

The Beatles Store on **Amazon.co.uk** opens on 29 September.

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

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