



Amazon.co.uk delivers peace of mind this Christmas -- We keep our customer promises to make your Christmas a happy one

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12th December 2000

The Government's new Distance Selling Directive means more protection for people shopping on-line. At **Amazon.co.uk**, we're pleased to say that we already go beyond these guidelines to keep our customer promises.

If the thought of battling through storms and crowds makes you stressed, do all your Christmas shopping on **Amazon.co.uk**. We offer more than 2 million items for sale, ranging from books to computer software and DVDs, making shopping at **Amazon.co.uk** the smart -- and safe -- option. And for those last-minute shoppers, a little Christmas tree logo next to products on the site will mean: 'Order any title carrying this Christmas tree icon and we will do our best to despatch it by the last Royal Mail posting date.'

Amazon.co.uk keeps the customer informed of the status of their order every step of the way. As soon as you place your order, we email you confirmation of receipt and give you a unique customer order number so you can check the status of your order **at any time** by clicking on the 'Your Account' link on the **Amazon.co.uk** site. Once the order is on its way we email you again to let you know. Our cutting-edge technology means that 99% of our customer orders were shipped in time last year to meet holiday deadlines - even orders placed as late as 21 December -- and this year we expect to do even better! We have clear guidelines on our returns policy and customers are always welcome to email or telephone our customer service team.

Credit card security is a big concern for on-line shoppers but, to date, there hasn't been a single report of fraudulent use of a customer's credit or debit card as a result of making a purchase on **Amazon.co.uk**. We promise not to charge your credit card until your order is being packed, giving you peace of mind.

All personal customer information is encrypted by our Secure Server Software (SSL) - one of the best software programmes available for e-commerce transactions. SSL ensures that details such as credit/debit card number, name and address are made impossible to read as they travel over the Internet.

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.