



Amazon.co.uk & British Government pave way for safe online shopping

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London, 12 December 2000: Consumer affairs minister Kim Howells today visits Amazon.co.uk's distribution centre in Milton Keynes for an exclusive 'behind the scenes' look at the UK's leading online retailer on its busiest pre-Christmas shipping day ever. The Minister will also lend Steve Frazier, MD of Amazon.co.uk, a hand in packing some of the tens of thousands of orders the company expects to dispatch throughout the day!

Following the publication of the government's new Distance Selling Regulations in September, the Department of Trade and Industry has been working closely with leading e-commerce retailers to ensure that UK consumers' concerns about delivery and internet security are eased. Dr Howells' visit to the hub of Amazon.co.uk's business signifies the commitment that government ministers and e-tailers are putting into making the Internet a safe place to shop.

The government, after consulting with companies like Amazon.co.uk has developed guidelines to help build customer confidence whilst surfing and shopping on the Internet. These include:

- Shop with sites you trust - and make sure the site displays its postal address
- Shop around for the best deals
- Check refund policies - and remember that in most cases you now have the right to cancel within seven days after receiving the goods and receive a refund
- Check times and costs for deliveries, looking out for any extra charges including VAT and customs duties.
- Pay by credit card when possible - and look for the added protection of the padlock symbol at the bottom of the screen.
- Keep a copy of the order and any terms and conditions.

Having taken over 2.4 million orders since the start of November, Amazon.co.uk is pulling out all the stops and running a military style operation around the clock, to ensure that this festive season every customer gets what they want, when they want it! The entire company's efforts are focused on ensuring its customers are not disappointed by their e-Christmas experience.

Steve Frazier, MD Amazon.co.uk said, "We're dedicated to providing the best possible online shopping experience for all of our customers. This Christmas is set to be our busiest ever and we are determined to keep our customer promises on delivery and security. That's why we're fully behind government initiatives such as the Distance Selling Regulations and are constantly working to satisfy consumer expectations."

Commenting on his visit Kim Howells, Minister for Consumer Affairs, said "Companies at the forefront of e-commerce such as Amazon.co.uk have recognised that better protection for Internet shoppers is good news for everyone. The new Distance Selling Regulations improve consumer rights, but they will also boost consumer confidence in buying online, which can only be of benefit to businesses in this marketplace."

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About Amazon.co.uk

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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.