



European Web Sites Have Opportunity to Make More Money

March 6, 2001

Launch of Associates Central across Amazon's European operations - 100% growth in Amazon.co.uk's Associates members year on year

6 March 2001, London: Leading online retailer Amazon.co.uk, has announced further enhancements to its Associates Programme, the scheme where websites can earn money by linking to Amazon.co.uk. Associates Central is a resource area for Amazon Associates and now means that new and existing Associate members will have access to a number of easy to use tools that will help them create their own online store with the click of a mouse!

Associates Central offers the following benefits to member web sites:

- Automated Link Builder which creates links between Associate web site & local Amazon site as soon as registration is accepted, and is ready for instant use
- Facility to view and update member account details personally - Online reporting feature allowing members to keep up to date with their traffic and earnings
- Access to logo & image library

The Amazon.co.uk Associates Programme has grown 100% year on year. Types of member sites are wide ranging and include charities to news, fanzines to small businesses.

Steve Frazier, managing director of Amazon.co.uk said: "Our Associate programme is already very successful - some popular sites on the Internet like Jamieoliver.com and Popstars.co.uk - are current members. With the introduction of Associates Central into our European markets, we hope that many more new and savvy web sites will join us and experience the financial and customer service benefits of the programme"

The Amazon.co.uk Associates Programme allows member web sites to earn extra money on every book, CD, video, DVD, software or PC & video game sold through their site. Associates choose products that are of interest to their visitors, add their own reviews and recommendations on the web page, and then link directly to their local Amazon catalogue.

Amazon handles the secure online ordering, customer service, and shipping of the product and the Associate earns a Referral Fee of up to 15% of the product price.

The local Amazon Associate programmes are completely independent from one another, so when a website joins Amazon.co.uk Associates they do not automatically become members of other European or US programmes - by signing up with all three sites an Associate has more opportunity to make money.

More information on Amazon's UK Associates programme and how to join can be found at www.amazon.co.uk/associates

For further information on Amazon.co.uk Associates please contact:

Vicki Fox
The RED Consultancy
T: 020 7465 7760
E: victoriaf@redconsultancy.com

Andy Stafford
Amazon.co.uk
T: 020 8636 9280
E: astaff@amazon.co.uk

For further information please contact the Amazon.co.uk press office on 020 8636 9280.

About Amazon.co.uk

Amazon.co.uk opened its virtual doors in October 1998, and strives to be the world's most customer-centric company, where customers can find and discover anything they might want to buy online. Amazon.co.uk and sellers list millions of new and used items in categories such as Books, Music, Video, DVD, Software, PC & Video Games, Electronics & Photo, Home & Garden, and Toys & Games!. Through Amazon Marketplace, zShops and Auctions any business or individual can sell virtually anything to Amazon.co.uk's millions of customers. 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 is also available on mobile phones with WAP technology--see www.amazon.co.uk/anywhere for details.

Amazon.com and its affiliates operate seven websites: www.amazon.com, www.amazon.co.uk, www.amazon.de, www.amazon.fr, www.amazon.co.jp, www.amazon.ca, and www.joyo.com.

As used herein, "Amazon.com," "we," "our" and similar terms include Amazon.com, Inc., and its subsidiaries, unless the context indicates otherwise.

Forward-looking Statement

This announcement contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Actual results may differ significantly from management's expectations. These forward-looking statements involve risks and uncertainties that include, among others, risks related to potential future losses, significant amount of indebtedness, competition, management of growth, potential fluctuations in operating results, fulfillment center optimization, seasonality, commercial agreements, acquisitions, and strategic transactions, foreign exchange rates, system interruption, international expansion, consumer trends, inventory, limited operating history, government regulation and taxation, fraud, and new business areas. More information about factors that potentially could affect Amazon.com's financial results is included in Amazon.com's filings with the Securities and Exchange Commission, including its Annual Report on Form 10-K for the year ended December 31, 2003, and all subsequent filings.