



## Small Publishers and Authors Empowered to Sell More Books Online

April 9, 2001

***Amazon.co.uk announces over 700 members to Advantage Programme--Members see average sales uplift of 30%***

**April 9, 2001, London:** Leading on-line retailer, Amazon.co.uk and its highly popular Advantage Programme for UK Independent and small publishers has now helped more than 700 independent publishers since its launch in May 2000.

The Advantage Programme allows independent publishers and authors to increase the visibility and sales of their titles on the Amazon.co.uk Web site. Through the programme, Amazon.co.uk provides the tools and framework to ensure these books appear more often and more prominently throughout their catalogue of over 1.5 million titles.

Leveraging the power of the Internet and Amazon.co.uk's enormous distribution facility, Advantage allows independent publishers to get their titles in stock at Amazon.co.uk and available for dispatch within 24 hours to Amazon.co.uk's global audience. Members enroll on-line at <http://www.amazon.co.uk/advantage>. After being enrolled in the programme, the average Advantage title experiences a sales jump of over 30 per cent.

Typically, smaller publishers find difficulty accessing traditional large retail channels because their books do not reach the same sales levels as more mass-market titles. At no cost to the publisher or independent author, the Advantage Programme helps them to add title information such as descriptions, excerpts, tables of contents and author and publisher comments to the page. These books will also be stored in the Amazon.co.uk distribution centre in Marston Gate, Bedfordshire for quick dispatch and delivery. Faster book availability, improved subject browsing classification and richer content make it easier for customers to discover and buy books from independent publishers.

Robin Terrell, general manager of books, music and video for Amazon.co.uk, says, "The beauty of the Advantage programme for consumers is that it allows them to quickly access books which are normally very difficult to buy. So, Advantage not only benefits the independents within the publishing sector but also provides consumers with a wider choice of more unusual books".

One of the members of the Advantage programme, Mark Trotter of Gazelle Book Services says of the scheme, "As a distributor, we joined the Amazon.co.uk Advantage programme on behalf of the independent publishers that we represent. The team is supportive and the Advantage programme itself is so efficient. It really raises the profile of our independent publishers' complete lists, bringing them important sales opportunities".

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

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### **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](http://www.amazon.co.uk/anywhere) for details.

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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.