



Amazon.co.uk Switches On Electronics

May 22, 2001

May 22, 2001, London: Amazon.co.uk today launches Electronics, a brand new store offering a huge range of the very best in digital cameras, PDAs, home entertainment, portable electronics, computer peripherals and much much more.

Amazon.co.uk Electronics offers an easy and convenient way to shop for a carefully selected range of the most sought after electronic goods including:

- digital cameras such as Kodak's DX 3500 and Fuji FinePix 6800
- gaming consoles including PlayStation 2 and Gameboy Color Advance
- PDAs & handhelds such as the Palm m500 & Handspring Visor Edge in Metallic Silver and m505 (pre-order) plus all the latest Pocket PCs such as the Compaq iPAQ 3630
- musical electronic goods including the Creative DAP Jukebox MP3 player & Intel Pocket Concert (exclusive UK on-line pre-order)
- DVD players such as the Panasonic DRV31 EBS
- Webcams & camcorders including the Canon MV3i Zoom camcorder, Panasonic NV DS27 Camcorder and Logitech Quickcam Express Twin Pack

Like the rest of the product categories on Amazon.co.uk, Electronics will offer fantastic value, choice and comprehensive information to help consumers make informed choices before purchasing.

Editorial and customer reviews, product recommendations, buying guides and a "Frequently Asked Questions" section are just some of the features that will ensure Amazon.co.uk's Electronics store becomes the ultimate place to buy electronic goods on-line.

Pre-order

A pre-order facility will also be available allowing people to place advance orders for highly anticipated new products such as the Palm m505 colour PDA and Intel's Pocket Concert MP3 player (exclusive UK on-line pre-order).

Commenting on the launch, Steve Frazier, Managing Director at Amazon.co.uk said: "We already offer our customers a great buying experience across Books, Music, DVD & Video, Software, PC & Video Games. With people increasingly embracing new technology, opening an Electronics store was a natural step. Our proven formula of great value, high levels of customer service, objective editorial and unbiased customer reviews, will help ensure we become a key player in the electronics retail market". The opening of Electronics creates a one-stop shop for people looking for all manner of electronic goods. Customers will be able to browse the following categories:

- photography including digital cameras and camcorders
- PDA & handhelds including Palm, Handspring, iPAQs & other Pocket PCs
- portable electronics like MP3 players, two-way radios and personal CD players
- home entertainment like DVD players and CD players
- computer accessories including mice, headphones, keyboards, sound cards and speakers

The launch of Amazon.co.uk Electronics follows the success of Amazon.com's store in the US, which recorded the fastest ever growth rate for a new store. Amazon.co.uk is looking to emulate this success as technology continues to have a huge impact upon, and shape the way British people live their lives today.

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.