



Amazon.co.uk Launches Toys & Kids! Store

August 7, 2001

-Action Man, Bob the Builder, Teletubbies and much much more! -

London 7th August 2001: Amazon.co.uk today announced an extension to its Kids offering with the launch of **Toys & Kids!** The new store will expand on Amazon.co.uk's existing Kids! offer, which covers a range of the very best children's books, videos, DVDs, music, software, PC and video games, for children aged 0 through to 11.

Toys & Kids! will now offer a great variety of the most sought-after toys ranging from Barbie and BRIO Bob the Builder, to LeapPad and Science kits. Examples include:

0-12 months

Lamaze toys; Winnie-the-Pooh Musical Mobile; My First Teletubbies

1-2 years

Winnie-the-Pooh Countin' Honey Hauler; Push n' Go Thomas; LEGO Duplo

3-4 years

Action Man Deep Sea Mission; Thunderbird 2 Playset; Girls Dressing-up Chest

5-8 years

Robot Wars RC Shunt; LeapPad; Diva Starz

9-11 years

Telescopes and Chemistry Sets; Disney Trivial Pursuits; LEGO Mindstorms

Amazon.co.uk Toys & Kids! takes the hassle out of shopping, offering a convenient and easy way for parents and family friends to buy children's toys. With delivery straight to your home or office there is no need to carry presents home or keep shopping surprises away from children.

Toys sold by Amazon.co.uk are tested by kids for kids, ensuring high levels of interest, age suitability, durability, and educational value. Customers can shop by children's age, character, price range or the type of toy they are looking for, enabling them to make quick purchase decisions.

Like the rest of the product categories on Amazon.co.uk, **Toys & Kids!** will offer comprehensive information to help consumers make informed choices before buying. Objective editorial and unbiased customer reviews, star ratings and buying guides are just some of the features that will ensure **Amazon.co.uk Toys & Kids!** becomes a great place to buy all manner of toys online. **Pre-order**

As part of the **Toys & Kids!** launch offer a pre-order facility will be available, allowing people to place advance orders for highly anticipated new products such as the Harry Potter Plush, which is set for release later this month.

Commenting on the launch, Robin Terrell, Managing Director at Amazon.co.uk said, "We have offered our customers a great buying experience in Kids! since September 2000 and Toys is a natural extension. We have been selling a small, select range of toys for some time now as part of the Kids! offer and have been delighted with the customer response. We are pleased to be able to expand the range into a full store well in time for Christmas."

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.