



Mum Knows Best--Have Your Say on What's Hot and What's Not for Kids

August 29, 2001

Amazon.co.uk calls on mothers to join its inaugural Mum's Committee

August 29, 2001: Do you spend hours every week playing with your kids? Do you feel like you've become an expert on children's products? If you or your kids have an opinion on children's books, toys or videos, then Amazon.co.uk wants to hear from you.

The leading online retailer is searching for mothers across the UK to join its inaugural Mum's Committee and give a "Mum's eye view"--a no-holds-barred lowdown on the products that capture kids' imaginations and those that are destined for the bottom of the toy box.

Amazon.co.uk is looking for 20 mothers to join the Mum's Committee when it launches in November 2001. Participating mums will be given a selection of free children's books, toys, videos and software, four times a year to review. These reviews will be posted on a dedicated page within Amazon.co.uk's new Toys & Kids! shop.

Mums with children in the following age ranges will be chosen for the panel:

- five mothers with babies aged 0-1
- five mothers with children aged 1-2
- five mothers with children aged 3-4
- five mothers with children aged 5-8

The first set of products to be reviewed will include Harry Potter toys, books and software; the LeapPad--the number one interactive educational toy in the US; toys from the Lamaze early learning range; Bob the Builder LEGO and videos; LEGO building sets; BRIO train sets; and Baby Einstein video, especially designed to stimulate, educate and entertain even the youngest baby.

Donna Rossignol, General Manager of Amazon.co.uk Toys & Kids!, said: "With so many children's products available, choosing products that are going to keep your child's attention can be a confusing and difficult task. The idea behind the Mum's Committee is to take the pain out of shopping for children by working with the people that know what makes kids tick--their mums!

As well as giving mothers a voice, the Mum's Committee will be useful in helping family friends choose products children will enjoy and benefit from."

HOW TO ENTER

All mums have to do to enter Amazon.co.uk Mum's Committee is write a (300-400) word review on any children's book, toy, video or CD-ROM found in Amazon.co.uk's new Toys & Kids! shop.

This review should be either e-mailed to: mums@amazon.co.uk or sent to Amazon.co.uk Mum's Committee, c/o Rachel Silk / Andy Stafford, Patriot Court, 1-9 The Grove, Slough, Berkshire, SL1 1QP

Entry deadline is September 28, 2001

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

About Amazon.co.uk

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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.