



BAFTA Interactive Entertainment Awards Announce Nominees for Amazon.co.uk Audience Award

September 3, 2001

London: September 3, 2001: British Academy of Film and Television Arts has chosen leading online retailer Amazon.co.uk to sponsor the inaugural Audience Award at its annual Interactive Entertainment Awards to be held at the Grosvenor House Hotel on October 25, 2001. The public will vote for the winner of the award, drawn from a shortlist of Amazon.co.uk's 10 bestselling PC & Video games from September 1, 2000 to August 31, 2001.

The voting ballot will be run on Amazon.co.uk (www.amazon.co.uk/bafta) commencing today. Voting will continue until October 22 and the winner will be announced at the Awards Ceremony.

The shortlist is as follows:

Baldur's Gate 2
Black and White
Championship Manager 00/01
Command and Conquer Red Alert 2
Escape from Monkey Island
Gran Turismo 3: A Spec
Pokemon Gold
Shenmue
Who Wants to be a Millionaire?
WWF Smackdown 2

"We are extremely excited that this year we are launching the Audience Award in partnership with Amazon.co.uk," said Sue Thexton, chair of BAFTA's Interactive Committee. "This partnership will give the awards the spotlight to not only be the interactive industry's leading awards ceremony, but also give them the consumer awareness they deserve."

Tamsin Todd, Editor in Chief of Technology Products at Amazon.co.uk, said: "We're delighted and honoured to be working with BAFTA to promote and reward creativity and quality in the fast-growing interactive arena. This is a fantastic opportunity for gaming enthusiasts to voice their opinion and we're expecting lots of interest in our on-site poll."

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.