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January 1, 2002

Savings of up to 60% on books & software, up to 50% on DVDs & videos plus loads of other amazing savings with the UK's leading online retailer!

On December 27, Amazon.co.uk opens its virtual doors on its biggest sale ever, slashing prices on hundreds of products and offering fantastic savings on some of the bestselling books, DVDs, videos, music, software, video games, electronics and toys of the year.

This year, there's no need to suffer in the sales--you can shop for amazing deals by logging on to www.amazon.co.uk from the comfort and warmth of your own home! Get your hands on what you really want without the usual high street scramble--battling with traffic and tube delays, fighting through the hoards of people and crowded tills and buying things that will never see the light of day. With prices slashed on many of this year's hottest items, the Amazon.co.uk sale will have something for everyone.

In Books

Save 60% off the RRP on a range of bestselling books including:

- *Thief of Time*, Terry Pratchett: was £13.59, sale price £6.79
- *How to Cook Book 2*, Delia Smith: was £13.59, sale price £6.79
- *The Beatles Anthology*: was £28.00, sale price £14.00

In PC & Video Games

Up to 50% off the usual Amazon.co.uk price on a range of titles including:

- *Sonic Adventure*: was £14.99, sale price £7.49
- *The Weakest Link* (PlayStation): was £22.99, sale price £11.48
- *Alone in the Dark: The New Nightmare*: was £24.99, sale price £14.99

In DVD & Video

Up to 50% off the RRP on a range of DVDs and videos including:

- *Miss Congeniality* sale price: was £12.99, sale price £11.19 [VHS]
- *Dances with Wolves*: was £18.99, sale price £9.99 [DVD]
- *What Lies Beneath*: was £18.99, sale price £13.99 [DVD]
- *Walking with Dinosaurs*: was £23.99, sale price: £17.49 [DVD]

In Music

Bestselling CDs with up to 25% off the usual Amazon.co.uk price including:

- Gorillaz*, Gorillaz: was £11.99, sale price £8.99
- The Immaculate Collection*, Madonna: was £11.99, sale price £8.99
- Reveal*, REM: was £11.99, sale price £8.99

In Electronics

Check out some great deals on hot electronics such as digital cameras, DVD players, MP3 players, PDAs and computer peripherals including:

- £40 off the Kodak DX 3600: was £279.99, sale price £239.99
- £25 off the Sony DVP-NS300 DVD player: was £174.99, sale price £149.99
- £50 off the Diamond Rio 800 MP3 player: was £249.99, sale price £199.99

In Software

Up to 60% off the RRP software including:

- *Paintshop Pro 7*: was £46.97, sale price £37.58 (sale price is 60% off RRP)
- *Family Tree Maker 24* CD set: was £29.99, sale price £23.99 (sale price is 60% off RRP)
- *Quicken 2001*: was £27.18, sale price £14.99 (sale price is 50% off RRP)

In Toys & Kids!

Savings on a range of children's toys, books, videos and DVDs including:

- Thunderbirds Talking Virgil: was £19.99, sale price £11.99
- *The Chronicles of Narnia: The Lion, the Witch and the Wardrobe* [VHS]: was £9.99, sale price £7.69
- *Encarta Reference Library*: was £59.99, sale price £53.33

Pre-sale prices are exclusive to Amazon.co.uk.

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.

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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.