

NUKING A LEMMING

February 8, 2002

February 2002: blowing up your first lemming is the top moment in gaming history according to a poll of gamers by Amazon.co.uk, the UK's leading online retailer.

According to one entrant, "There is nobody who doesn't feel pure pleasure from watching a small squeaky creature with green hair, flying across the landscape and screaming "oh no!" as they plummet to almost certain death".

Coming a close second was the sound of the motion scanner in *Alien vs. Predator*, described by one customer as "the scariest thing to hit my PC, ever".

The online poll*, conducted over two weeks, asked users to choose their favourite moment from a list of classic games compiled by the grown-ups (and not so grown-ups) at Amazon.co.uk.

The poll featured classic moments from games both old and new, including *Goldeneye* on the N64, *Metal Gear Solid* on the PS2, *Sonic the Hedgehog* on the Megadrive and *Street Fighter* on the SNES.

The Amazon.co.uk video games store features news and reviews for games across all consoles, as well as opportunities for customers to pre-order Xbox, the new super-console from Microsoft.

Amazon.co.uk's Top 10 Gaming Moments

- 1. Nuking a lemming
- 2. Sound of the motion scanner in Alien vs Predator
- 3. Completing Tetris Game B on level 9, height 5, getting the dancing Cossacks and the Space Shuttle
- 4. Getting chased by the T Rex in Tomb Raider
- 5. Completing a double-perfect over M.Bison to complete Street Fighter
- 6. Fighting Psycho Mantis in Metal Gear Solid using a rumble pad
- 7. Leading your team to glory in Championship Manager
- 8. Clipping an enemy in the head from 500 metres through a sniper rifle on Goldeneye
- 9. The dogs leaping through the window in Resident Evil
- 10. The final defeat of Doctor Robotnik in Sonic the Hedgehog

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.