



LOVE LETTERS STRAIGHT FROM...ER..YOURSELF

February 10, 2002

February 2002: New research released by Amazon.co.uk¹ reveals that many of us send Valentine's cards to ourselves to save face on the dreaded V-day! One in three people have been sent a Valentine's card by their mum or dad and 10% of those surveyed admit to stealing cards addressed to their housemate or sibling.

Key findings:

- one in nine have sent themselves at least one Valentine's card
- one in three have received a Valentine's card from their mum or dad
- one in 10 have stolen a Valentine's card addressed to their housemate or sibling and pretended it was theirs
- one in four have forgotten to send their beloved a Valentine's gift or card

EUROPEAN LOVE-CHAMPIONSHIPS

A further European wide survey² carried out for Amazon.co.uk and its German and French counterparts (Amazon.de and Amazon.fr) reveals that when it comes to Valentine's Day, the Brits and the French are the most amorous while the Germans are the least bothered about romance:

- ▣ 69% of Germans think Valentine's Day is unimportant compared to 54% of Brits and 46% of the French
- ▣ over a quarter (26%) of Germans have never received a Valentine's present compared to 17.5% of Brits and 19% of the French

Germans most likely to forget!

- ▣ People in Germany are also the most likely to forget to give their partner a present on Valentine's Day. In Germany 35% have forgotten to buy presents while a quarter (25%) have forgotten in France and the UK.

Valentines Day presents

- ▣ The most common Valentine's Day present across UK and Germany is flowers (34% and 44% respectively), while the French are more likely to opt for a romantic dinner or other surprise at home (36%).
- ▣ In the UK--if you're stuck for ideas then CDs, Videos and DVDs are a good bet this year to set hearts aflutter! 22% of Brits would like Videos or DVDs for Valentine's Day while only 10% receive them. With CDs, 26% would like to get hold of tracks from their favourite artist, while only 19% actually receive them.

Spending patterns

- ▣ The French spend the most on Valentine's presents--a third (32%) spend between £30 and £60 on their loved ones and a further 11% spend over £60. Brits come a close second with 31% spending between £30 and £60 and 10% spending over £60.
- ▣ Germans are less likely to splash out with only 13% spending between £30 and £60 and 2% saying they spend over £60.

Notes to editors:

¹ Amazon.co.uk questioned a random selection of 500 consumers in the UK

² Amazon questioned a random selection of over 1000 consumers across the UK, Germany and France

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.