



PRE-ORDER YOUR COPY OF THE HARRY POTTER BLOCKBUSTER NOW!

February 25, 2002

UK DVD & VHS release date ahead of US--Amazon.co.uk will have it delivered to your door on launch day

London, February 25, 2002: *Harry Potter and the Philosopher's Stone* is set to be the biggest selling DVD & VHS release ever. Customers can pre-order now at Amazon.co.uk and have their copy of the BAFTA and Oscar-nominated blockbuster delivered to their door on launch day.

Harry Potter fans in the UK will have the chance to watch the first Potter movie from the comfort of their sofa well in advance of avid fans across the Atlantic! The UK release date for the DVD and VHS versions of the film is set for May 11 while the US release date is May 28.

The film version of *Harry Potter and the Philosopher's Stone* is one of the most lavish, beautiful and magical cinematic treats to hit our screens in years and the DVD version promises to be even more enthralling with new footage and unique extra features. Highlights include:

- never-before-seen footage
- 360 degree self-guided tour of Hogwarts
- new interviews with director Chris Columbus and producer David Heyman
- learn how to play Quidditch
- meet the ghosts of Hogwarts
- cast a spell over a scene in eight languages
- mix potions, perform transfigurations, sneak past Fluffy, explore Diagon Alley, have a wand choose you, catch a snitch and much, much more

DVD-ROM PC Features:

Collect Wizard trading cards; be sorted by the Sorting Hat; download screensaver and Remembrall; receive owl e-mails; link to the Web.

Commenting on the launch, Claude Borna, Amazon.co.uk's General Manager for DVD & VHS said, "Amazon.co.uk is THE place to pre-order--great value at £16.99 for the DVD (26% discount on recommended retail price of £22.99) and £12.99 for VHS (24% discount on recommended retail price of £16.99). Amazon.co.uk's pre-order mechanic ensures Harry Potter fans can reserve a copy of the movie. We will then have it delivered to their door on Saturday May 11".

"Amazon.co.uk has a huge Harry Potter fan base--we took 65,000 pre-orders for the last Potter book, *Harry Potter and The Goblet of Fire* and we have already had over 24,000 requests for information on when the DVD and video will be available for pre-order. In the US the Harry Potter and the Philosopher's Stone DVD went to No. 1 in the Amazon.com pre-order chart in just seven hours and we are expecting an unprecedented level of demand for the first Potter movie in the UK."

Harry Potter's Box Office Magic

- *Harry Potter and the Philosopher's Stone* is now the third biggest grossing international film of all time. The movie has taken more than £344 million outside the US with a world-wide running total of £559 million (Source: Warner).
- *Harry Potter and the Philosopher's Stone* took a record £16 million at the UK box office on opening. The previous record holder, *Star Wars Episode 1: The Phantom Menace*, took £9.5 million in 1999 (Source: Warner).
- It took £9.6 million in its first three days, having opened on 40% of the screens in the country--a feat never before contemplated (Source: Screen International).
- The film earned more money at UK cinemas in just 10 days than other box office successes such as *Shrek*, *Cats and Dogs* and *Hannibal* did during their entire runs in the country (Source: Screen International).
- To date, the film has taken almost £30 million at UK cinemas (Source: Screen International). In the US, it was the highest box office earner of 2001 taking almost £132.7 million in the first 10 days (Source: Screen International).
- As it stands only two films have ever taken more than Potter: *Titanic*, which leads the pack with a lofty 851 million, and *Jurassic Park* on 388 million (Source: Warner).
- In the UK alone the Potter movie has taken £57.6 million, making it the second highest grosser ever (Source: Warner).
- The film also broke American single day box office records on its opening Friday, Saturday and Sunday, bringing in \$31.6 million, \$32.9 million, and \$29 million on each respective day (Source: Warner).
- The film received two Oscar nominations and seven BAFTA nominations (Source: The Academy of Motion Picture Arts and Sciences & ABC, Inc).

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.