



AMAZON EUROPE LAUNCHES MARKETPLACE

March 20, 2002

New Selling Platform at Amazon.de and Amazon.co.uk--New, Used and Collectable items available on both sites--customers offered wider catalogue, greater choice

London/Munich March 20, 2002: 07.00: In a simultaneous two-country launch, Amazon.co.uk and Amazon.de have today announced the arrival of Marketplace, (www.amazon.co.uk/marketplace).

Marketplace is a unique feature that allows customers to buy and sell new, used and collectable items on the same page that Amazon sells the item new. This side-by-side placement will dramatically expand the selection available to customers by enabling them to choose between new, used and collectable items from one single store.

Marketplace brings customers a choice of products at a variety of price points. It presents a great opportunity for customers to try new authors, artists and genres of books, music and film, as well as video games and electronics, at lower prices. By offering customers the opportunity to buy used merchandise at a lower price, Amazon Marketplace helps customers to find and discover products that they may have been hesitant to experiment with at a higher price point.

Commenting on the launch, Robin Terrell, managing director of Amazon.co.uk, said: "We are focused on building the best online retail experience for our customers, which now stand at over five million cumulative customer accounts*. We aim to ensure our customers can find, discover, buy and sell anything online, be it new, used or collectable. We are excited about the possibilities that Marketplace brings to both buyers and sellers. Amazon Marketplace creates real value for customers bringing increased choice and selection when making purchases."

Amazon Marketplace has proven to be a solid success with customers in the United States since the service was launched in November 2000. Amazon Marketplace orders were responsible for approximately 15% of total Amazon.com orders in the fourth quarter of 2001.

Amazon Marketplace Background

New, Used & Collectable

At launch Marketplace will feature over 500,000 items available for buyers. Sellers at launch range from small and large businesses to private individuals.

Seller Services at Amazon.co.uk

Selling through Amazon Marketplace is easy. Amazon.co.uk provides tools for the casual seller listing one or two items and also for businesses that wish to offer thousands of items in one go. Sellers can begin selling a single item in less than 60 seconds, by entering an item into the search box and clicking the orange button that says "Sell yours here". Amazon.co.uk helps sellers in providing a guide to the right price for items and the Amazon Payment technology is quick to use.

Amazon.co.uk has been bringing together buyers and sellers of used and collectable items since November 1999 when it launched Amazon.co.uk Auctions, the first third-party selling service, and Amazon.co.uk zShops, a retail-selling environment for business owners.

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.