



AMAZON.CO.UK REACHES FIVE-MILLION CUSTOMER MARK

March 20, 2002

--First European online commerce Web site to serve five-million cumulative customer accounts --

London, March 20, 2002: Amazon.co.uk today announced it has passed the five-million cumulative customers* landmark. Customers continue to respond to Amazon's mission to be a retailer that consistently serves customers by driving down prices.

Amazon.co.uk and its American counterpart, Amazon.com, continue to rank number one and two respectively in Jupiter-MMXI's UK online retailer league.

According to Jupiter MMXI data for February 2002, Amazon.co.uk is responsible for 16.6% of all UK e-commerce (versus 15.7% in January 2002). In February alone, Amazon.co.uk had 2.685 million unique visitors (versus 2.529 million in January 2002) according to Jupiter-MMXI data.

Robin Terrell, managing director of Amazon.co.uk said, "We are thrilled to have served over five-million customers, it proves British people are continuing to embrace e-commerce as we continue to focus on outstanding customer experience. We are grateful that customers continue to respond to our commitment to offer the most convenient, safe and enjoyable online shopping experience with a huge selection at great value".

AWARDS

In recognition of its commitment to excellent customer service, innovation and performance in the online retail industry, Amazon.co.uk has recently been awarded with:

- Revolution Best Customer Service Award 2002
- VNU Channel Award for e-reseller of the year 2001
- British Video Association Best Home Delivery Store Award 2001

FACTS & FIGURES FOR CHRISTMAS 2001

- Amazon.co.uk shipped over 4.7 million items in November and December 2001 up from 3.4 million items in 2000 (38.2% up year on year)
- There were 17 days over the Christmas period when Amazon.co.uk shipped over 100,000 items

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.