



AMAZON.CO.UK LAUNCHES "AMAZON RECOMMENDS"

April 4, 2002

London, Thursday April 4 2002: Amazon.co.uk today announced the launch of "Amazon recommends", a dynamic new advertising service for its 65,000 partner sites.

"Amazon recommends" is a new feature available to Amazon.co.uk Associates, that enables them to create personalised Amazon placements for their Web site. These links display Amazon.co.uk products that are of direct relevance to the Associate's own Web site content or customer interests. Amazon.co.uk's information is continually updated, so each time someone visits the partner site, the product displayed is fresh.

To use the feature, the Associate reserves a certain amount of space on their Web site for Amazon.co.uk to populate each time someone visits the site. A number of different sizes of placement are available. Amazon.co.uk populates this placement with relevant products, eg: a site that deals with digital cameras could feature an "Amazon recommends" box that highlights great camera offers and related accessories. Experience from the US has shown use of Amazon recommends can lead to a significant uplift in clickthrough and conversion to Amazon.com from the partner site.

Commenting, Dave Mutton, Head of Business Development at Amazon.co.uk said, "This technology harnesses the collective intelligence and purchasing behaviour of our five million cumulative customers, ensuring that the content we deliver to the partner site is the most relevant to the criteria determined by that partner. In essence it lets Amazon.co.uk do the merchandising and lets the Associate concentrate on the rest of their Web site, while benefiting fully from the valuable revenue stream its relationship with Amazon.co.uk provides".

Amazon.co.uk can populate the placements on partner sites in the following ways:

Keyword Links--Keyword links are Amazon.co.uk's most powerful placements as they allow Associates to create a dynamic link based on a specific subject area. To create a link, the Associate chooses a product-category, and then types in some specific keywords that they would like to focus on. More than one keyword can be used. Amazon.co.uk takes these keywords, performs a search, and returns the bestselling products for those keywords for the partner link. With this tool, Associates can create dynamic links based on millions of subjects.

General Bestseller Links--General bestsellers links make it easy for Associates to put top-selling products on their Web site. These links continually update themselves, displaying the hottest products in a designated category. Associates simply choose a product line and then choose a specific subject category within that product line.

Browse-based Bestsellers Links--For Associate sites with sufficient sales volume, Amazon.co.uk offers browse-based bestseller links which enable the Associate to trawl Amazon.co.uk's state-of-the-art browse tree to build links based on specific subjects. These links are dynamically updated whenever a new top seller in that subject is released. Browse-based bestsellers links display content based on the Associate's sales patterns. Through extensive testing, Amazon.co.uk has found that these links can significantly increase clickthrough and sales by presenting products and special offers relevant to the Associates site.

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.