



HARRY POTTER AND THE PHILOSOPHER'S STONE--BIGGEST PRE-SELLING TITLE EVER

May 7, 2002

- Brits confirmed as biggest Harry Potter fans -

London: May 7, 2002: Amazon.co.uk, the UK's leading online retailer today announced that the DVD and video release of Harry Potter and the Philosopher's Stone has already smashed all existing DVD or video pre-order sales records with customers ordering over 36,000 copies of the title.

With just over a week until it goes on general sale, Amazon.co.uk has already received twice as many pre-orders for the wizard box office hit than they did for Oscar winners Gladiator and Moulin Rouge combined.

Orders have been coming in from all over the country as Harry Potter fans are determined to get their copy delivered direct to their door for an uninterrupted Harry viewing bonanza on Saturday May 11.

Brits Are Crowned Biggest Harry Fans!

Further research revealed today by Amazon.co.uk shows that Brits are the most Harry literate European nation and can undoubtedly be crowned the biggest Harry Potter fans!

- Nearly half of Brits (48%) have read a Harry Potter book compared with 39% in Germany and only 26% in France.
- Almost half of Brits (again 48%) have watched the film, with Germany and France trailing behind on 36% and 35% respectively.
- Out of the number of Brits who have seen the film - more than one in ten (12%) have watched it more than once!

Commenting on the launch, Claude Borna, Amazon.co.uk's General Manager for DVD and VHS said, "Our research clearly shows we're a confirmed nation of Harry Potter fans--and our record-breaking pre-order figures prove this even further. The Harry phenomenon is growing and growing unlike anything we've ever seen before and we expect the rate of pre-orders to hot up even more as the launch date approaches."

Harry Potter & The Philosopher's Stone has been number one in Amazon.co.uk's DVD chart for 10 weeks. And currently the DVD version is outselling the VHS version two-and-a-half times faster. Amazon.co.uk is THE place to pre-order Harry Potter & The Philosopher's Stone--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 questioned a random selection of 1,594 customers of its three European operations, Amazon.co.uk, Amazon.de and Amazon.fr.

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.