



AMAZON.CO.UK ANNOUNCED AS OFFICIAL ENTERTAINMENT SUPPLIER TO THE ENGLAND WORLD CUP SQUAD

May 14, 2002

London, May 14, 2002

Whether they're watching *American Pie*, listening to Kylie or challenging Sven on *Project Gotham Racing*, you can be sure the England squad will be kept entertained during their World Cup campaign. Amazon.co.uk today announced its position as "Official Entertainment Supplier" for the England football team and revealed the "Official Playlists" that are sure to keep our boys' spirits high and their minds on the ball.

Amazon.co.uk has worked closely with a sports psychologist, players and the FA to develop "Official Playlists" of "Optimum Performance" books, CDs, films and video games designed to help the players mentally prepare for the big games. Over 400 titles have been sent out to Japan in advance of the England squad's arrival.

By devising a selection of six different mood-enducing "Playlists", Amazon.co.uk aims to ensure that when players are not training or playing, they are keeping their spirits up and nerves at bay with the right combination of entertainment.

With 21 days before their first match against Sweden, the squad will have on average eight hours a day to themselves. If they reach the finals and keep to their first round schedules of training and leisure time, they will have had over 400 hours of spare time. Amazon.co.uk's Playlists will play a vital role in keeping the team entertained and boosting team spirit and morale.

Paul Barber, Marketing Director for the FA said; "In the past we've found players have had a lot of time on their hands in the run up to and in-between games. Sitting around waiting to play or train can sometimes increase the team's nerves but thanks to Amazon.co.uk, we now have the ammunition to keep players entertained and relaxed throughout the campaign. They will be both physically and mentally fit when it comes to running out for their country."

Clearly each player is different, but the "Official Playlists" should satisfy all tastes. Players will be able to choose between *Rocky* and *Gladiator* in the "Get Fired Up" section; between *Trigger Happy TV* and *Ali G* when they want a laugh; between *Sven's Classical Collection* and Mozart when they want to chill out and between *Harry Potter* and *Star Wars* when they feel like some escapism. Just before they run out for their country, they can boost themselves by watching some English classics like *The Great Escape World Cup Edition* in the "Patriotic" selection or *Germany 1 England 5* from the "Football Focus" playlist.

As well as all the bestselling titles, several books and DVDs were selected to cater to individual interests. These include Japanese phrasebooks and Victoria Beckham's latest CD!

Robin Terrell, MD of Amazon.co.uk, said; "We are delighted to have been picked as the official entertainment supplier for the England squad and hope we can do our bit by helping them to relax and enjoy their spare time. We're revealing the 'Official Playlists' so fans can get in sync with what the team will be watching, reading, playing and listening to before the big games."

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.