



## THE LORD OF THE RINGS: THE FELLOWSHIP OF THE RING--HUGE PRE-ORDERS FOR EPIC TALE

August 1, 2002

**London: August 1, 2002:** Amazon.co.uk, the UK's leading online retailer today announced that pre-orders for the DVD and video release of *The Lord of the Rings: The Fellowship of the Ring* has accounted for customers ordering over 34,000 copies of the title across its different formats.

With just under a week until the DVD and VHS theatrical versions go on general sale, Amazon.co.uk has already received twice as many pre-orders for the epic box office hit than they did for Oscar winners *Moulin Rouge* and *Gladiator* combined.

Orders have been coming in from all over the country as *The Lord of the Rings* fans are determined to get their copy delivered direct to their door for an uninterrupted viewing bonanza on Tuesday, August 6.

Commenting on the launch, Claude Borna, Amazon.co.uk's General Manager for DVD and Video said:

- Our customers love *The Lord of the Rings*--our huge pre-order figures prove this. *The Lord of the Rings: The Fellowship of the Ring* phenomenon is growing and growing and we expect the rate of pre-orders to heat up even more as the launch date approaches.

*The Lord of the Rings: The Fellowship of the Ring* has been number one in Amazon.co.uk's DVD and video charts for nine weeks. And currently the DVD version is outselling the VHS version more than four times faster. Amazon.co.uk is THE place to get a free sampler CD and gift certificates worth £5 to spend when you pre-order *The Fellowship of the Ring* on DVD for just £17.99, a saving of 28% on the RRP or on VHS for just £12.74, a 25% saving on the RRP.

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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](http://www.amazon.co.uk/anywhere) for details.

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### 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.