



AMAZON.CO.UK EXPANDS PHOTOGRAPHIC OFFER

September 16, 2002

London, September 16, 2002: Amazon.co.uk announced today that it has dramatically expanded its photographic offer--the UK's leading online retailer has leveraged its marketplace platform by enabling photographic suppliers to display their products direct on the site. The camera and photographic equipment range available on Amazon.co.uk has expanded to over 4,000 products, catering for all types of customers from amateur holiday snappers to professionals.

Amazon.co.uk's photographic store (www.amazon.co.uk/photo) now offers a huge range of the very best in cameras and equipment from underwater digital cameras and 35mm SLR cameras to darkroom accessories and night vision binoculars. Brands listed include Canon, Nikon, Olympus, Fuji, Voigtlander, Rollei, Kodak, Sony, Pentax and Minolta.

The photographic store offers an easy and convenient way to shop and like the rest of the product categories on Amazon.co.uk, it offers fantastic value, choice and comprehensive information to help consumers make informed choices before purchasing. Customers will be able to browse categories such as:

- Digital Cameras & Accessories--ranging from under 1 megapixel cameras to digital SLR cameras such as the Canon EOS 1D SLR
- Camcorders & Accessories--including analogue, digital and professional camcorders such as the Sony DCR-TRV50 Mini DV Camcorder
- Film Cameras & Accessories--ranging from single use to 35 mm SLR cameras such as the Nikon F55 C/W 28-100G
- Lenses--ranging from fixed focal length to 300mm zoom lenses, such as the Canon EOS 75-300mm F4.5/5.6 Usm Lens
- Binoculars & Scopes--ranging from binoculars to monoculars and night vision products such as Cobra Optics 1201 Meteor Night Vision Binoculars
- Scanners--including slide and film scanners such as the Minolta D'Image Scandual li
- Filters & Adapters including Cokin, Hoya and Cokin Pro ranges

Customers can also search for Flashguns & Light Meters, Batteries & Chargers, Bags & Cases, Film, Darkroom & Studio Accessories, Albums, Folders & Frames, Paper, Tripods & Monopods and more.

Commenting on the launch, Robin Terrell, Managing Director at Amazon.co.uk said:

- We already offer our customers a great buying experience across digital cameras and expanding our offer to appeal to all types of photographers seemed to be the next logical step. With over 4,000 products we are now able to offer photographers a one-stop shop for cameras and equipment, whether they are looking to buy a high-end digital SLR camera or their first digital camera.

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.