



AMAZON.CO.UK RE-LAUNCHES MAC STORE

October 14, 2002

Stronger presence, enhanced content and great offers

October 14, 2002: Amazon.co.uk today announced that it has re-launched its Mac store (www.amazon.co.uk/macintosh), to provide a stronger presence for Macintosh products on Amazon.co.uk. Macintosh customers can now browse and search for their favourite Macintosh software in Amazon.co.uk's dedicated Macintosh area, where they will find everything from graphics, video and music, and business software to children's and educational software. Amazon.co.uk carries over 1,000 Macintosh products, including software, games, books and computer accessories.

The new Amazon.co.uk Macintosh store highlights the key categories of:

- Business
- Children's Fun & Learning
- Education & Reference
- Graphics
- Home Computing
- Lifestyle & Hobbies
- Programming & Web Development
- Video & Music
- Macintosh Books
- Macintosh Games
- Macintosh Peripherals

To celebrate the re-launch, Amazon.co.uk is running a promotion with fantastic prices on key software titles. This promotion will run alongside Amazon.co.uk's existing offer of 50% off bestselling Mac software. Key savings include:

- save £10 on *Norton AntiVirus 8.0 Mac* from Symantec
- save £30 on *Norton SystemWorks 2.0 & Personal Firewall 2.0 Mac* bundle from Symantec
- save £109 on *CorelDRAW Graphics Suite 11* from Corel
- save £169.52 on *Bryce 5* from Corel
- save £30 on *Photo Objects 50,000 Vol 1* from Hemera Technologies
- 1/3 off VTC training CDs software

Commenting on the re-launch, Tamsin Todd, Senior Product Manager for Software said:

- The new look Mac store ensures that all Mac products can be surfaced easily and offers customers a higher degree of relevant content. Highlights include a Hot 25 Mac title listing, information on new and future Mac releases, details on bestselling Mac software available at a 50% discount and Macintosh buying guides. We are delighted to provide our Mac customers with this enhanced offering.

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.