



FREESERVE SIGNS NEW ALLIANCE WITH AMAZON.CO.UK

October 28, 2002

Freeserve, the UK's No. 1 for the Internet, has launched an exciting new alliance with leading online retailer Amazon.co.uk .

On October 22, Freeserve and Amazon.co.uk entered into a relationship, bringing together two of the UK's biggest online properties. As the UK's No. 1, Freeserve is ideally placed to deliver large volumes of traffic to Amazon.co.uk, while Freeserve will benefit from adding Amazon.co.uk's trusted brand to its extensive roster of well-known shopping partners. The relationship will further enhance customer experience through the provision of still more choice on the Freeserve portal.

As part of the agreement, Amazon.co.uk will be a key merchant in Freeserve's Shopping Channel, where Freeserve users can access Amazon.co.uk's extensive range of products including books, CDs, DVDs and videos. Amazon.co.uk's presence will be supported by portal-wide promotion including integration in Freeserve's new state-of-the-art Shopping Search tool and in its forthcoming Christmas promotions.

Jon Gisby, Freeserve's Managing Director, Portals, says, "Freeserve's relationship with Amazon.co.uk represents a powerful new combination of the best of the UK Internet. We continually strive to provide our customers with the most extensive and attractive offerings and this new deal serves to strengthen our proposition to existing and new users alike by broadening our already extensive e-commerce facilities. This partnership will enhance our online shopping experience and will be a further reason to join the UK's top ISP-Portal."

Terry von Bibra, Amazon's Head of European Business Development & Customer Acquisition, said, "We are delighted to be working with Freeserve. Our Associates programme goes from strength to strength and marketing continues to play a key role in driving sessions to our Web sites and increasing awareness of our brand and key brand-attributes, of trust, convenience, selection and low prices, among consumers".

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.