



## AMAZON.CO.UK LAUNCHES FREE DELIVERY FOR CHRISTMAS SHOPPERS

November 4, 2002

**November 4, 2002:** Amazon.co.uk today announced that it has officially kicked off Christmas with the launch of its first ever free delivery offer.

As part of its relentless focus on lowering prices, the UK's leading online retailer is offering customers free UK delivery on all orders over £39. The offer has been timed to coincide with the launch of Amazon.co.uk's gift store ( [www.amazon.co.uk/gifts](http://www.amazon.co.uk/gifts)) and a range of Christmas pricing offers and will run for 39 days over the busy Christmas period until December 12, 2002.

Commenting on the announcement, Robin Terrell, Managing Director of Amazon.co.uk said:

- We continue to focus on offering customers the best possible shopping experience through lowering prices, increasing selection and providing a site that's quick and easy to use. Shipping charges can be one of the main barriers to shopping on-line and with free UK delivery now in place we're hoping that more customers will try our service this Christmas. Quite simply - if you're shopping elsewhere, you could be wasting time and money.

Amazon.co.uk has consistently lowered prices across the site and today's announcement marks the sixth significant price decrease in 2002.

- March: 50% off Columbia DVDs launched
- April: 20% or more off new VHS releases
- May: 2 CD Compilations for £12.99
- September: 50% off hundreds of Computer & Internet books launched and extension of the book bestseller offer to 50% off 50 books
- October: Reduced the price of hundreds of DVDs to just £7.99

### Other Christmas offers at Amazon.co.uk

As well as free delivery, customers can take advantage of a range of great Christmas savings across the site including:

- 50% off 50 book bestsellers such as Jamie Oliver's *Jamie's Kitchen* and Simon Schama's *A History of Britain III*.
- Chart CDs for £9.99 such as Robbie Williams' *Escapology* and Westlife's *Unbreakable: The Greatest Hits*.
- Up to 32% off blockbuster DVD releases such as *Star Wars: Episode II, Minority Report* and *Spider-Man*.
- At least 20% off new and upcoming videos such as *Beauty and the Beast* and *Band of Brothers* box set.
- Amazing savings on Electronics such as: £60 off the Canon PowerShot A40 Digital Camera [2.0MP 3xOptical]--now just £199.99. Only £299.99 for the Sony DCR-TRV140 Digital8 Camcorder--a saving of £70 and the Toshiba SD220 Multi-region DVD Player now for just £119.99, previously £139.99.
- Fantastic prices on new video games such as *Harry Potter and The Chamber of Secrets* and *Lord of the Rings: The Two Towers* as well as a special Christmas Xbox package at £152.99.
- Great savings on software for the whole family such as *Microsoft Autoroute 2003*, *Adobe Photoshop Elements 2* and *Bob the Builder*.

Other Christmas highlights include Amazon.co.uk's Gift store, which provides gift recommendations for family and friends, a gift wrapping service, wish lists and gift certificates.

## **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.

Amazon.com and its affiliates operate seven websites: [www.amazon.com](http://www.amazon.com), [www.amazon.co.uk](http://www.amazon.co.uk), [www.amazon.de](http://www.amazon.de), [www.amazon.fr](http://www.amazon.fr), [www.amazon.co.jp](http://www.amazon.co.jp), [www.amazon.ca](http://www.amazon.ca), and [www.joyo.com](http://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.