



AMAZON.CO.UK'S STAR-STUDED CELEBRITY MARKETPLACE AND AUCTION

November 5, 2002

Exclusive Christmas gifts and treats for everyone

If you're looking for inspiration for unforgettable Christmas presents to rock their world, look no further than Amazon.co.uk's Celebrity Marketplace & Auction in aid of the NSPCC.

A host of Britain's hottest stars including chart-toppers Coldplay, international pop diva Geri Halliwell, the England World Cup Football Squad and celebrity chefs Jamie Oliver and Nigella Lawson have donated items that you can bid for and buy at Amazon.co.uk from Monday November 4, 2002.

Something to Play, Wear, or Eat

If there's a budding Chris Martin in your life then you can't let the Coldplay acoustic guitar pass you by. Signed by the whole band, it's the perfect gift for fans. Or, if the World Cup has left your sweetheart broken-hearted, lift their spirits with a team shirt signed by the squad. For food enthusiasts (or those who just fancy a great night out) place your bids for a pukka dinner for two at Jamie Oliver's restaurant.

Something Special

If you yearn for a bit of celebrity style, a bespoke Lulu Guinness handbag is up for grabs. For fans of BBCs *Changing Rooms* and *From House to Home*, presenter Oliver Heath is offering to take you on a personal guided tour of London's Design Museum. While you're there don't miss the opportunity to tap him for inspiration for your own home. Sports fans will have plenty of choice too, from signed Robbie Fowler and Roy Keane shirts to a commemorative cricket bat signed by the entire England team.

Something Out of the Ordinary

For the quirky pet lover and video games fanatic, the 6ft raptor from *Turok*, one of the hottest games of the year, could soon be terrorising their garden. Or if you're longing for a pet, you can bid for one of the few Sony AIBOs in the country. TV fans can bid for signed copies of scripts from *Cold Feet* (last series) and *The Bill*, a personal tour round the ITN news studios or even a copy of *The West Wing* on DVD signed by star of the series John Spencer.

Something for Everyone

To ease the rest of your Christmas gift conundrums, Amazon.co.uk has hundreds of signed books ranging from Gareth Gates' autobiography *Right From the Start* to award-winning novelist Zadie Smith's latest novel *Autograph Man*. Pop fans looking for long-lasting mementos of their favourite artists can bid for signed Geri Halliwell photos, exclusive Oasis and Rolling Stones' artwork or two deckchairs from Fatboy Slim's legendary gig on Brighton Beach.

New items will appear everyday from November 4, so Amazon.co.uk recommends frequent visits to the site to avoid disappointment.

Robin Terrell, Managing Director of Amazon.co.uk, commented:

- Finding unusual and interesting presents for Christmas is always a challenge and our research has found people spend an average of £379 getting the right presents. By using our Marketplace and Auctions technology we are offering customers the chance to combine great gift-buying with a donation to charity. I want to thank all of the celebrities who have so generously supported this campaign and offered such unique gifts to our customers.

Georgina Hennessey, Corporate Fundraiser NSPCC said:

- We are delighted that the NSPCC's FULL STOP Campaign is set to benefit from the Amazon.co.uk Celebrity Marketplace & Auction. We're extremely grateful to all those involved in raising funds for the NSPCC, taking us one step nearer to ending cruelty to children, FULL STOP.

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.

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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.