



AMAZON.CO.UK LAUNCHES FREE SUPER SAVER DELIVERY & NEW LOWER PRICES FOR CHART CDs

January 24, 2003

London, January 24, 2003: As part of its ongoing commitment to lowering prices, leading online retailer Amazon.co.uk today announced free Super Saver Delivery, a free shipping option on qualifying orders over £39. Free Super Saver Delivery is not a seasonal or limited time promotion, but an indefinite, everyday, 365-days-a-year offer.

In addition to its new free Super Saver Delivery offer, Amazon.co.uk will now be offering chart CDs such as Robbie Williams' *Escapology* and David Gray's *A New Day at Midnight* at the ground-breaking price of £8.49. As with free Super Saver Delivery, this is not a temporary promotion but a new, everyday price for chart CDs.

In addition, to celebrate the upcoming 2003 BRIT Awards, Amazon.co.uk will be extending this new lower price to BRIT nominee CDs for a limited time. A selection of last year's albums and back catalogue titles, from nominees such as Ms. Dynamite, Craig David and Sugababes, will also be available for £8.49.

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

- We work hard to continually lower prices for our customers. By introducing free Super Saver Delivery while lowering the prices of chart CDs, it's easier than ever for customers to save money by shopping at Amazon.co.uk.

The launch of free Super Saver Delivery comes just over a month after Amazon.co.uk tested a free delivery offer during the busy Christmas period. The overwhelmingly positive results from that offer have enabled the company to introduce an everyday free Super Saver Delivery offer. Christmas 2002 was Amazon.co.uk's busiest ever, with over 6.2 million items ordered from November 1 through to Christmas. The busiest dispatch day was December 17 when over 200,000 items were sent from Amazon.co.uk's distribution centre in Milton Keynes.

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.