



Wireless-G Technology Breakthrough Available to Pre-order at Amazon.co.uk

February 10, 2003

London, February 10, 2003: Amazon.co.uk, the UK's leading online retailer, today announced that networking products using Wireless-G breakthrough technology are available to pre-order.

Amazon.co.uk is the only retailer authorised to offer Linksys Wireless-G networking products to pre-order in the UK. By pre-ordering, customers will be one of the first to receive the Wireless-G networking products, which are due to be released on February 28, 2003*.

Linksys Wireless-G networking products are a high-speed breakthrough for wireless technology. Wireless-G is the new 54 Mbps wireless networking standard that's almost five times faster than the widely deployed 802.11b products found in homes, businesses and public wireless hot spots around the country. But since they share the same 2.4 GHz radio band, 54 g wireless devices also work with existing 11 Mbps 802.11b equipment.

The following Wireless-G products are available for pre-order:

- Linksys Wireless-G Broadband Router: Amazon.co.uk price £119.99
- Linksys Wireless-G Access Point: Amazon.co.uk price £109.99
- Linksys Wireless-G Notebook Adapter: Amazon.co.uk price £59.99
- Linksys Wireless-G PCI Adapter: Amazon.co.uk price £59

For further information visit www.amazon.co.uk/wireless-g

All Linksys Wireless-G networking products will be eligible for free Super Saver Delivery. Free Super Saver Delivery is a free delivery option on qualifying orders over £39--it is not a seasonal or limited time promotion, but an indefinite, everyday, 365-days-a-year offer. Additional details and restrictions for free Super Saver Delivery can be found at www.amazon.co.uk/supersaverdelivery.

Background on Wireless Networking and Wireless-G

Wireless Networking

Wireless networking is a relatively new technology that allows computers to be networked together without wires. Wireless networks are currently the fastest-growing type of networks because users can set them up without running cables between their computers. They also allow a user with a laptop the freedom to roam about his house, or in some cases, their garden, and still maintain access to the Internet and the rest of the network.

Wireless-G

Wireless-G, or 802.11g to give it its proper name, is a new type of wireless networking standard that's almost five times faster than the 802.11b standard found in homes, businesses and public wireless hot spots around the country. Running at 54 Mbps instead of 11 Mbps, Wireless-G shares the same 2.4 GHz radio band as 802.11b and so will work with any existing 802.11b equipment on a network. When a Wireless-G network is interfaced with an 802.11b network, the Wireless-G network only drops to the lower 11 Mbps speed when communicating with the 802.11b network. This is the first time this breakthrough technology has been available in the UK.

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.