



## Amazon.co.uk Rolls Out Web Services

March 13, 2003

### UK developers can now incorporate Amazon.co.uk content and features into their own Web sites

**London--March 13, 2003:** Following the successful launch of Amazon Web Services in July 2002, Amazon today extended its Web Services programme to include the UK Web site, Amazon.co.uk. Amazon Web Services is specifically designed for developers and Web-site owners and now enables them to incorporate Amazon.co.uk features into their own applications and Web sites, free of charge.

Amazon Web Services offers a comprehensive toolset for developers and Web-site operators, allowing them to utilise Amazon.co.uk features in unique and dynamic ways. Among its many applications, Web Services allows third-party sites to search and display products from the millions available on Amazon.co.uk's Web site, and enables visitors to those sites to add items to their Amazon.co.uk shopping basket. Developers and Web-site owners can query Amazon.co.uk for data using the industry standard protocols of XML or SOAP (Simple Object Access Protocol).

Colin Bryer, Amazon's Director for Associates & Web Services said:

- When we launched Amazon Web Services in July 2002, we put out a welcome mat for developers. Since then, thousands of developers have used Amazon Web Services to create innovative applications on top of the Amazon platform. We are thrilled to extend this programme to Amazon.co.uk and look forward to seeing what new applications developers create.

Amazon Web Services is available free of charge. It is also integrated with Amazon.co.uk's Associates Programme, which allows Web sites to earn referral fees from purchases made at Amazon.co.uk via links on their Web sites. The powerful combination of Amazon Web Services and the Associates Programme will allow developers to incorporate more Amazon.co.uk features onto their Web sites, providing their visitors with a richer experience, which can ultimately drive more traffic and more referral fees as a result.

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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](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.