



Harry Potter Hits No. 1 Spot with Amazon.co.uk Customers

April 8, 2003

Pre-order figures for the latest DVD and video are the highest ever

London. April 8, 2003: Amazon.co.uk today announced that the DVD and video release of *Harry Potter and the Chamber of Secrets* has smashed all existing DVD and video pre-order sales records for the online retailer. With over 40,000 pre-orders, our favourite wizard's second foray into film looks set to become Amazon.co.uk's biggest pre-selling film ever, when it's released on Friday April 11.

With the eagerly awaited summer publication of *Harry Potter and the Order of the Phoenix* still several months away, Potter enthusiasts are securing their next Harry fix by pre-ordering their copy of the latest film release. Amazon.co.uk customers can pre-order *Harry Potter and the Chamber of Secrets* on DVD for £15.99 (36% saving) and on video for £9.99 (33% saving).

Commenting, Claude Borna, general manager for Amazon.co.uk's DVD shop said:

- *The Chamber of Secrets* DVD offers a completely unique and unforgettable Harry Potter experience. Our DVD customers are incredibly excited about taking the second instalment home and the added scenes and extra features available really do add another dimension to the magical world of Harry Potter.

Harry Potter and the Chamber of Secrets topped the box-office chart last year, pulling in £54.1 million in the UK and £455 million worldwide and now, with the DVD, dedicated fans will be able to recreate the Hogwarts experience in the comfort of their own home. The much-awaited DVD offers 19 additional or extended never-seen-before scenes--from action-packed flying-car adventures to more Dobby mischief.

Harry Potter fans will be able to watch exclusive interviews with JK Rowling, Daniel Radcliffe (Harry Potter), Emma Watson (Hermione Granger), Rupert Grint (Ron Weasley) and find out from screenwriter, Steve Kloves, how the magical adventure was brought to the big screen. Viewers will also be able to experience fun-filled interactive activities, whether it's trying to escape the Forbidden Forest, sneaking into the Chamber of Secrets or visiting Lockhart's class.

Self-guided tours will allow fans to explore a range of Hogwarts sets including the Chamber of Secrets, Dumbledore's sitting room and the shops in Diagon Alley--giving viewers a front-row experience that is totally unique to the DVD.

Amazon.co.uk's dedicated Harry Potter shop www.amazon.co.uk/harrypotter is a one-stop destination for all the latest Harry Potter news, information and merchandise. In addition to pre-ordering *Harry Potter and the Chamber of Secrets* on DVD and video, Potter fans can pre-order *Harry Potter and the Order of the Phoenix*--the fifth book in the exciting series--for just 8.49 (50% off).

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.