



## Amazon.co.uk Expands into Kitchen & Home Ranges

April 9, 2003

### Top brands, low prices

**London. April 9, 2003:** Leading online retailer Amazon.co.uk today announces a new Kitchen & Home shop designed for customers looking for a wide range of kitchen and home products at great prices. The new shop offers a convenient, simple and entertaining way for customers to find and discover all the top brand products they need for their kitchen and home. And with Amazon.co.uk's Super Saver Delivery offer of free UK delivery on orders over £39, the new Kitchen & Home shop is set to be a winner with customers.

Robin Terrell, managing director of Amazon.co.uk, commented:

- Kitchen & Home is a natural extension to our product lines in the UK. We are pleased to offer our customers a great selection of kitchen and home products at great prices, while providing them with a wealth of information so they can find exactly what they're looking for.

Amazon.co.uk's Kitchen & Home shop offers top brands at low prices, including today's most popular products such as:

- Kenwood Smoothie Maker for £32.97
- Gaggia Coffee Deluxe Traditional Espresso Maker for £169.97
- Siemens Porsche Cordless Kettle for £69.97
- Braun Freeglider 6680 Mens Shaver for £84.97
- Philips Sonicare Electric Toothbrush for £74.97

Terrell added:

- Our proven formula of low prices, free super saver delivery and objective editorial and unbiased customer reviews, will make Amazon.co.uk Kitchen & Home the one-stop shop for all of your household needs.

Amazon.co.uk's Kitchen & Home shop will offer a wide selection of home appliances, kitchen gadgets and personal care items--such as irons, coffee makers, sandwich toasters and hairdryers--as well as the opportunity to pre-order items and receive exclusive online special offers.

The product range available at launch will include:

- coffee makers and espresso machines by Gaggia, Krups, Dualit, Braun and DeLonghi
- cookware by Le Creuset, Chasseur, Prestige and Meyer
- blenders, food processors and mixers by Magimix, Moulinex, Kenwood and Russell Hobbs
- knives by Viners, Oneida and Henckels
- electric kettles by Dualit, DeLonghi, Kenwood and Brita
- juicers by Kenwood, Siemens, Breville and Russell Hobbs
- health grills by George Foreman, DeLonghi and Breville
- toasters and sandwich toasters by Dualit and Breville
- hairdryers and stylers by Philips, Revlon and Babyliss
- shavers and clippers by Philips, Wahl and Philipsave
- electric toothbrushes by Braun and Philips
- irons by Tefal, Philips, Morphy Richards, Rowenta and Braun

Amazon.co.uk Kitchen & Home customers will find all the information they need to make informed purchases. Editorial and customer reviews, product recommendations, buying guides and pre-order for highly anticipated products are just some of the features that will ensure Amazon.co.uk's Kitchen & Home shop is the ultimate place to buy kitchen and home products online.

The Kitchen & Home shop also offers individuals and businesses alike the opportunity to sell related new and used products alongside Amazon.co.uk via Marketplace--the third-party programme that increases the purchasing choice offered to its customers. Any companies interested in selling a range of kitchen and home products at Amazon.co.uk should e-mail [kitchen-sellers@amazon.co.uk](mailto:kitchen-sellers@amazon.co.uk).

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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.

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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.