



World's Leading Digital Camera Maker Premier's Own Brand in UK

June 11, 2003

Amazon.co.uk exclusively offers Premier DC2302 for £99.99

London--June 11, 2003: Leading online retailer, Amazon.co.uk, is offering a range of top-of-the-line digital cameras from Premier, the world's leading camera manufacturer. Premier produces over 12 million cameras each year for leading camera companies such as Fuji, Konica, Samsung, Ricoh, Toshiba and Polaroid, and is now introducing its own line of high-quality, affordable digital cameras at Amazon.co.uk.

Premier may just be the best camera brand you've never heard of. Using the same technology it uses in producing cameras for better-known brands, but at a fraction of the cost, Premier is offering Amazon.co.uk's customers high quality products at unbeatable price points. Camera enthusiasts will enjoy tremendous savings when comparing Premier cameras to brand-name cameras of similar quality.

For example, The Premier DC2302 Digital Camera, a compact and easy to use model which includes popular features such as 2.0 MP for outstanding resolution, 3X Optical zoom and a brilliant 1.6" Colour TFT LCD screen, is priced at just £99.99, and is available exclusively on Amazon.co.uk. A similar model would retail for £50 more if sold under a more well-known brand of camera.

The Premier range available at Amazon.co.uk includes the following models:

- Premier DC2302 digital camera 2MP 3x Optical
- Premier DC4311 digital camera 4MP 3x Optical

The selection of Premier cameras available on Amazon.co.uk will be expanded in following months as new models come to market.

- Amazon.co.uk customers are always seeking the newest products that offer the most cutting edge technology, and we're thrilled to be offering Premier cameras

commented Robin Terrell, Managing Director of Amazon.co.uk.

- Since opening our electronics store in July 2001, digital cameras have been one of our most popular items, and we expect the Premier line of cameras to be hugely popular with our customers.

Like many consumer electronics, Premier cameras will qualify for Amazon.co.uk's Free Super Saver Delivery Option, which provides free delivery on orders over £25. Further details can be found at www.amazon.co.uk/supersaverdelivery.

Amazon.co.uk's Electronics & Photo store (www.amazon.co.uk/electronics) is the place to find, discover and buy consumer electronics online. The store offers a huge range of the very best in digital cameras and camcorders, DVD players, CD and MP3 players, handhelds and PDAs, computer peripherals and much much more. Amazon.co.uk offers an easy and convenient way to shop, with fantastic prices, great choice and comprehensive product information.

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.