



The Lord of the Rings: Two Towers Knocks Harry Potter off Top Spot

August 20, 2003

Pre-orders for DVD and video are highest ever

London--August 20, 2003: Amazon.co.uk today announced that the DVD and video release of *The Lord of the Rings: The Two Towers* has smashed all existing DVD and video pre-order sales records for the online retailer. With over 50,000 pre-orders, *The Lord of the Rings: The Two Towers* has beaten *Harry Potter and the Chamber of Secrets* to become Amazon.co.uk's biggest pre-selling film ever when it's released on August 26, 2003.

Amazon.co.uk customers can pre-order *The Lord of the Rings: The Two Towers* two-disc DVD set for £15.99 (save £9 or 36% off) and the video version for £11.99 (save £5 or 29% off).

- Harry Potter and the Chamber of Secrets was Amazon.co.uk's previous record holder for DVD and Video pre-order sales, taking over 40,000 pre-orders back in April 2003, but the Oscar and Bafta award winning Two Towers film has well and truly knocked Potter off the top spot

commented Greg Hart, Director for Media Products at Amazon.co.uk.

- We've already taken over 50,000 pre-orders from Tolkien fans and there are still six days to go before the release date!
- Many of our DVD customers are huge Tolkien fans and with a raft of special features on offer and a behind-the-scenes preview of the *The Lord of the Rings: Return of the King* --the final instalment in the Tolkien trilogy, this DVD release is a must have for all Middle-Earth fans out there.

The Lord of the Rings: The Two Towers two-disc DVD set presents the movie in full, as shown in the cinemas. The first disc offers a 5.1 Dolby EX and 2.0 Stereo Surround Sound presentation of the theatrical release, with English subtitles and closed captions. The second disc contains a whole host of special features including a short film by Sean Austin, *The Long and the Short of It*, a behind-the-scenes featurette, a behind-the-scenes preview of *Return of the King*, the "Gollum Song" music video and an exclusive preview of the extended version due out in November 2003.

Amazon.co.uk is also offering customers the chance to pre-order *The Lord of the Rings: The Two Towers Extended Version* four-disc DVD set for £24.99 (28% saving) and the Extended video for £13.99 (17% saving) and *The Lord of the Rings: The Two Towers Extended Version* four-disc Collector's DVD box set for £34.99 (30% saving). These extended versions are set for release on November 18, 2003. See our site for further details.

For further information please contact the Amazon.co.uk press office on 020 8636 9280.

About Amazon.co.uk

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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.