



Save Time and Money this Christmas

November 4, 2003

Free delivery on qualifying orders over £25 and amazing deals across the site

November 4, 2003: Amazon.co.uk today announced that it has officially kicked off the festive season with the launch of a huge array of Christmas offers. Amazon.co.uk expects Christmas 2003 will be its biggest ever as more people than ever take advantage of the company's wide selection, low prices and free delivery on qualifying orders over £25.

Amazon.co.uk offers a broad range of product categories--with Electronics & Photo, Kitchen & Home, Books, Music, DVD, Video, PC & Video Games, Software and Toys & Kids, there's something for everyone. And Amazon.co.uk's Gift Explorer can help recommend gift ideas for all the family, ranging from DVD players to ice-cube makers, to all the latest book, DVD and music releases.

24 hours a day, seven days a week, you can sit back in the comfort of your home or office, log on and you'll be surprised at what you'll find. Great deals include:

Low prices in Electronics & Photo

- Siemens A50-O2 Pay and Go mobile phone
- Toshiba SD330E Multi-region DVD player
- Sony MZ-N710 Silver Net MiniDisc Walkman **New & Used** from £89.99

Top brands at low prices in Kitchen & Home

- Russell Hobbs 10006 Breadman Ultimate **New & Used** from £64.99
- George Foreman "Junior" Clear-lid grill **Our Price: £24.99** **New & Used** from £15.49
- Braun Flex XP 5614 Washable men's shaver

50% off 50 book bestsellers and 30% off tens of thousands of books over £15 (unless otherwise indicated)

What Not To Wear Part 2: For Every Occasion by Trinny Woodall and Susannah Constantine **Our Price: £8.99** (40% off) **New & Used** from £0.01

Blow Fly by Patricia Cornwell **Our Price: £11.87** (34% off) **Used & New** from £0.01

According to the Rolling Stones: The Autobiography by Mick Jagger et al **Our Price: £28.50** (5% off) **Used & New** from £4.24

At least 30% off DVD blockbusters

X-Men 2 **Our Price: £4.97** (68% off) **Used & New** from £1.99

The Lord of the Rings: The Two Towers Extended Version **Our Price: £9.97** (50% off) **Used & New** from £4.29

Pirates of the Caribbean **Our Price: £11.99** (47% off) **Used & New** from £2.50

Chart CDs from £8.49

- *Life for Rent* by Dido **Our Price: £6.97** **Used & New** from £0.49
- *Being Somebody* by Liberty X **Our Price: £6.99** **Used & New** from £0.01
- *12 Memories* by Travis **Our Price: £6.97** **Used & New** from £0.59
- *In Time: The Best of REM 1998-2003* by REM **Our Price: £8.97** **Used & New** from £4.95

25% off many New & Future PC & Video Game releases and great deals on consoles

- Sony Playstation 2 Console **Used & New** from £65.00
- FIFA Football 2004 (PS2/Xbox/Gamecube) **Our Price: £10.96** (72% off) **Used & New** from £0.44
- *The Lord of the Rings: The Return of the King* **Used & New** from £2.75

Great deals on software

- *Greeting Card Factory 2.0 Deluxe* **New & Used** from £24.99
- *AutoRoute Great Britain & Europe 2004* **New & Used** from £28.95

Save 20% on video blockbusters

The West Wing: Complete Series 2 **Used & New** from £15.00

Sex and the City, Series 5 **Used & New** from £15.00

Thousands of toys at great prices

- *Finding Nemo LeapPad Interactive Book* **Our Price: £7.99 New & Used** from £7.99
- Explorer Globe **Our Price: £89.99**
- Letter from Santa **New & Used** from £9.99

Amazon.co.uk offers the quickest and simplest way to shop, with great features such as 1-Click® ordering, personalised recommendations, a pre-order facility and independent customer reviews. With the added benefit of free delivery on qualifying orders over £25, there's never been a better time to log on. **Wish List**

Tired of receiving gifts that don't suit your taste? Avoid those awkward moments around the Christmas tree by setting up an Amazon.co.uk Wish List. Just like the letter to Father Christmas you used to write, you can create a list of what you really want and e-mail it to your family and friends. Encourage all your friends to set Wish Lists up too--and ensure that everyone has a very merry Christmas. **Present Wrapping**

At Amazon.co.uk we take away the worry of wrapping presents. With just a click of a mouse, you can have all your presents delivered specially wrapped in Christmas gift boxes with a personal message printed on the card. Or you can order gifts online and have them delivered direct to your family and friends. **Gift certificates**

If you really don't know what to buy, or realise too late that you've forgotten someone, save yourself any embarrassment and send an Amazon.co.uk gift certificate. It will arrive via e-mail, just a few hours later, wherever they are in the world.

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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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.