



## RED CARPET DVDS

February 25, 2005

### If Awards Were Given For Sales Rather Than Critical Acclaim, Who Would Win in The DVD Oscars?

**LONDON February 25 2005:** : *Star Wars*, Orlando Bloom, Keira Knightley and Quentin Tarantino would all be accepting prizes at the Oscars this weekend, if film awards were based on Amazon.co.uk DVD sales from the past year rather than critical acclaim, Amazon.co.uk has revealed today.

The leading online retailer has conducted research into the top selling films and film stars through examining the popularity of its DVD sales and rentals from the last twelve months. With the BAFTAs over, but the Oscars due on Sunday, this research has revealed who should be walking away with the "DVD Sales Oscars".

Homegrown British stars would win the Bestselling Actor and Actress categories, with Orlando Bloom, who has more films than any other any actor in Amazon.co.uk's top 20 bestselling DVDs of 2004 (*The Lord of the Rings*, *Pirates of the Caribbean* and *Troy*), and Keira Knightley with two films in the top 20 (*Pirates of the Caribbean* and *Love Actually*), both pipping Oscar hopefuls Leonardo Di Caprio, Kate Winslet, Johnny Depp and Hilary Swank in the DVD sales Oscars.

*Love Actually* would win the award for Bestselling British Film, *Shrek 2* would emerge as the Bestselling Animated Film, while Quentin Tarantino would take the accolade for the Bestselling Director in the "DVD Sales Oscars" with *Kill Bill 1 and 2*, and *Pulp Fiction* both featuring in Amazon.co.uk's Top 20 bestselling DVDs of 2004.

No.1 in Amazon.co.uk's top 20 DVDs of 2004 is *Star Wars Trilogy* winning the Best Picture accolade; it was Amazon.co.uk's biggest DVD pre-order title of all time last year, with 85,000 pre-orders prior to release.

"The general public often disagree with the choices of the BAFTA and Academy Awards committees," comments Rikki Price, DVD editor at Amazon.co.uk. "By compiling and examining the bestselling DVDs on the site, we have offered an alternative way of looking at the awards. The DVD Sales Oscars may not provide golden statuettes at a glittering celebrity party but, they represent the films our customers are actually choosing to buy, keep and watch again and again, making them the real winners."

*For a huge selection of DVDs at great prices, check out Amazon.co.uk's DVD store, [www.amazon.co.uk/dvd](http://www.amazon.co.uk/dvd). Or sign up for Amazon.co.uk DVD rental [www.amazon.co.uk/dvdrental](http://www.amazon.co.uk/dvdrental) today to enjoy tens of thousands of films to rent plus 10% off any DVD purchases.***Amazon.co.uk Top 20 bestselling DVDS of 2004**

#### Listed in alphabetical order

Calendar Girls

Finding Nemo

Harry Potter and the Prisoner of Azkaban

Kill Bill, Volume 1

Kill Bill, Volume 2

Love Actually

Master and Commander: The Far Side of the World

Monty Python: The Movies

Pirates of the Caribbean: The Curse of the Black Pearl

Pulp Fiction

Shaun Of The Dead

Shrek 2

Spider-Man 2

Star Wars Trilogy (Episodes IV-VI)

The Bourne Supremacy

The Day After Tomorrow

The Last Samurai

The Lord of the Rings: The Return of the King

The Matrix Revolutions

Troy **BESTSELLING ACTOR:**

Orlando Bloom for *The Lord of The Rings, Pirates of the Caribbean and Troy* **BESTSELLING ACTRESS:**

Keira Knightley for *Pirates of the Caribbean and Love Actually* **BESTSELLING DVD**

*Star Wars Trilogy* **BESTSELLING ANIMATED FILM**

*Shrek 2* **BESTSELLING BRITISH FILM**

*Love Actually* **BESTSELLING DIRECTOR**

Quentin Tarantino for *Kill Bill Volumes 1 and 2 and Pulp Fiction*

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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.