



The Edmonds Effect: Noel is the real deal on Amazon.co.uk

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May 26, 2006, London: It started when sales of an unknown book called *The Cosmic Ordering Service* soared after Noel Edmonds gave it his backing - and now according to Amazon.co.uk, he seems to be working his magic again with the Deal or No Deal boardgame. The game is available on pre-order at Amazon, where it is outselling other pre-order games by 10 to 1 and is set to be the online retailer's biggest selling board game this Christmas.

With more than 3 months till release, the home version of Edmonds' popular TV programme Deal or No Deal has seen a 400% sales increase on Amazon.co.uk in the past 4 weeks. In April, a mention of *The Cosmic Ordering Service* by Edmonds in an interview caused the book to leap to the top of the Amazon.co.uk Hot 100 books chart.

"We foolishly thought that was it after Noel's House Party and Mr Blobby...how wrong we were," says Paul Sanders, Amazon.co.uk Senior Toys Buyer.

"The success of Deal or No Deal shows that everything he touches right now seems to be turning to gold. I wouldn't be surprised to see the game under a few Christmas trees this year."

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

About Amazon.co.uk

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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.