



Amazon Prime Instant Video to Exclusively Premiere the Epic STARZ Original Pirate Drama “Black Sails” in the UK

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Amazon continues to invest heavily in exclusive content for Prime customers with the addition of the gritty action drama that is executive produced by Hollywood icon, Michael Bay

Prime Instant Video will premiere the show and be the only movie and TV streaming subscription service in the UK where members can watch season one of the critically acclaimed show

London, 25th March 2014: Amazon has today announced that ferocious pirate drama series “Black Sails”, from the U.S. network STARZ, will launch exclusively on Prime Instant Video on April 4th, making the UK’s largest subscription streaming service the only platform where members can watch the critically acclaimed show in the UK.

Executive produced by cinema legend Michael Bay (“Transformers”, “Pearl Harbor”, “Armageddon”) “Black Sails” is set 20 years prior to Robert Louis Stevenson’s “Treasure Island.” The fast-paced pirate epic follows Captain Flint and his men as they fight for the survival in the Bahamas in a ruthless dog-eat-dog world of marauders and criminals. A haven for thieves and pirates, betrayal is rife, and wits are a weapon for survival.

Starring Toby Stephens (“Die Another Day”, “The Machine”), Jessica Parker Kennedy (“90210”), Tom Hopper (“Merlin,” “Doctor Who”), Zach McGowan (“Shameless”), and Clara Paget (“One Day”, “Johnny English Reborn”), “Black Sails” delves into the darkest side of pirate life, rooting itself in murder, theft and lawlessness.

From April 4th, members of Prime Instant Video can immerse themselves in the gritty and exotic world of the 18th century high-seas drama with all 8 episodes of “Black Sails” available to stream on over 400 devices at launch.

“Black Sails” is the kind of show with enough twists and turns to make viewers want to consume the whole adventure in one go,” said Tim Leslie, Vice President of Amazon *Instant Video* for the UK. “All eight episodes of the big-budget drama will be available from the 4th April, allowing those with an appetite for the pirate life to immerse themselves completely in the story of Captain Flint and his crew.”

“We’ve seen the sanitised version of pirates in films and TV shows many times before, and this is a more realistic, dangerous and sexy take on the pirate life,” said Jason Ropell, Head of Amazon *Instant Video* International Content Acquisition. “What makes the show so fascinating is that it’s actually based on real pirates, much like “Vikings” is based on actual Norsemen. The epic drama allows viewers a snapshot of an infamous and traditionally feared culture. It’s already an incredibly popular show in the US, and we’re thrilled to be able to offer our UK members such an exciting viewing experience.”

For more information about Amazon Prime, visit www.amazon.co.uk/prime. For more information about Prime Instant Video, visit www.amazon.co.uk/primevideo.

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For more information please contact the Amazon Prime Instant Video press office at Mischief PR on 0203 128 6600 or PrimeInstantVideo@mischiefpr.com

-Notes to Editors-

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Amazon Web Services provides Amazon's developer customers with access to in-the-cloud infrastructure services based on Amazon's own back-end technology platform, which developers can use to enable virtually any type of business.

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Starz (NASDAQ: STRZA, STRZB) is a leading integrated global media and entertainment company with operating units that provide premium subscription video programming on domestic U.S. pay television channels (Starz Networks), global content distribution (Starz Distribution) and animated television and movie production (Starz Animation), www.starz.com.

Starz Networks is a leading provider of premium subscription video programming through the flagship STARZ® and ENCORE® pay TV networks which showcase premium original programming and movies to U.S. multichannel video distributors, including cable operators, satellite television providers, and telecommunications companies. As of December 31, 2013, STARZ and ENCORE serve a combined 57.1 million subscribers, including 22.2 million at STARZ, and 34.9 million at ENCORE, making them the largest pair of premium flagship channels in the U.S. STARZ® and ENCORE®, along with Starz Networks' third network MOVIEPLEX®, air more than 1,000 movies monthly across 17 linear networks, complemented by On Demand and authenticated online offerings through STARZ PLAY, ENCORE PLAY, and MOVIEPLEX PLAY. Starz Distribution develops, produces and acquires entertainment content, distributing it to consumers globally on DVD, digital formats and traditional television. Starz Distribution's home video, digital media and worldwide distribution business units distribute original programming content produced by Starz, as well as entertainment content for itself and third parties. Starz Animation produces animated TV and movie content for studios, networks, distributors and audiences worldwide.

Forward-Looking Statements

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 competition, management of growth, new products, services and technologies, potential fluctuations in operating results, international expansion, outcomes of legal proceedings and claims, fulfillment center optimization, seasonality, commercial agreements, acquisitions and strategic transactions, foreign exchange rates, system interruption, inventory, government regulation and taxation, payments and fraud. 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 most recent Annual Report on Form 10-K and subsequent filings.

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