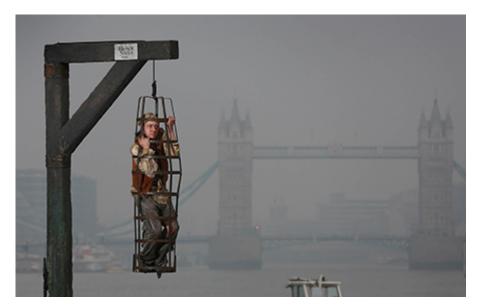


# History re-created on infamous Pirate Dock

April 4, 2014





Pirates are gibbeted along infamous Execution Dock in the first scene of its kind in nearly 200 years

The swinging buccaneers mark the launch of epic pirate drama Black Sails in the UK, available from today on Amazon Prime Instant Video

**London, 4th April 2014:** History was brought to life as a row of pirates could today be seen swinging in gibbets along the infamous Execution Dock on the river Thames, the site of the most famous pirate hangings on record.

The scene was the first of its kind to occur on the docks since the 1800s, when renowned brigand Captain Kidd and hundreds of his fellow marauders, thieves and plunderers were captured and executed. The fearsome swashbucklers, the first to be seen by the current residents of the UK's most famous pirate town, were hung along the history-steeped waterfront.

The scene marks the launch of epic pirate drama Black Sail on Amazon Prime Instant Video, the UK's largest TV and movie subscription streaming

service and the only place 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 today, members of Prime Instant Video can immerse themselves in the gritty and exotic world of the 18th century high-seas drama with all eight episodes of *Black Sails* available to stream at launch.

"Execution Dock was the site of some of the most famous pirate executions in history, and the town still retains a lot of its links with buccaneer activity with pub names and architecture a reminder of its pirate past" said Angus Konstam, one of the world's leading pirate historians. "The beach of the river Thames with the moss-covered timbers will not have changed much from when real pirate hangings took place, so it was amazing to bring that part of history to life once more for the local people of Wapping to witness. The last pirates to be hung here were two men named George Davis and William Watts, charged with piracy and executed at the end of 1830.'

For more information about Amazon Prime, visit <a href="www.amazon.co.uk/prime">www.amazon.co.uk/prime</a>. For more information about Prime Instant Video, visit <a href="www.amazon.co.uk/primevideo">www.amazon.co.uk/primevideo</a>.

#### -Ends-

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

#### -Notes to Editors-

#### About Amazon.co.uk

Amazon.co.uk opened its virtual doors in October 1998 and strives to be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online, and endeavours to offer its customers the lowest possible prices.

Amazon.co.uk and other sellers offer millions of new, refurbished and used items in categories such as Baby, Books, Car & Motorbike, Clothing, DIY & Tools, DVD, Electronics & Photo, Grocery, Health & Beauty, Home & Garden, Jewellery, MP3, Music, Musical Instruments & DJ, Office, PC, Pet Supplies, Shoes, Software, Sports & Leisure, Toys & Games, Video Games and Watches.

Kindle Paperwhite is our most-advanced e-reader ever with 62% more pixels and 25% increased contrast, a patented built-in front light for reading in all lighting conditions, extra-long battery life, and a thin and light design. The new latest generation Kindle, the lightest and smallest Kindle, now features new, improved fonts and faster page turns. Kindle Fire HD is our most-advanced tablet, with a stunning customised high-definition display, exclusive Dolby audio with dual stereo speakers, high-end laptop-grade Wi-Fi with dual-band support and dual antennas/MIMO, enough storage for HD content, and the latest generation processor and graphics engine. The all-new Kindle Fire features a faster processor for 40% faster performance, twice the memory, and longer battery life.

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.

Amazon.co.uk is a trading name for Amazon EU S.à.r.I, Amazon Services Europe S.à.r.I and Amazon Media EU S.à.r.I. All three are wholly owned subsidiaries of global online retailer Amazon.com, Inc (NASDAQ:AMZN), located in Seattle, Washington. Amazon and its affiliates operate websites, including <a href="https://www.amazon.com">www.amazon.com</a>, <a href="https://www.amazon.com">www.amazon.com</a>,

### **About Starz**

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. 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.

Amazon.co.uk is a trading name for Amazon EU S.a.r.I, Amazon Services Europe S.a.r.I and Amazon Media EU S.a.r.I. All three are wholly owned

subsidiaries of global online retailer Amazon.com, Inc (NASDAQ:AMZN), located in Seattle, Washington. Amazon and its affiliates operate websites, including <a href="https://www.amazon.com">www.amazon.com</a>, <a href="https://www.amazon.com">ww

http://media.corporate-ir.net/media\_files/irol/global\_images/spacer.gif

"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: Statements in this press release regarding Amazon.Co.UK Ltd's business which are not historical facts are "forward-looking statements" that involve risks and uncertainties. For a discussion of such risks and uncertainties, which could cause actual results to differ from those contained in the forward-looking statements, see "Risk Factors" in the Company's Annual Report or Form 10-K for the most recently ended fiscal year.