



Epic Season Finale for VIKINGS Season Two Helps Make Authentic Action Drama The Most Watched TV Show Ever on Amazon Prime Instant Video UK

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Critically acclaimed TV show concludes its blood-soaked second season with record views on UK's largest movie and TV streaming service

Episodes from the first season are now airing weekly on traditional broadcast channels in the UK, but fans of Michael Hirst's action-packed epic can now watch every episode through to the season two finale at any time on Amazon Prime Instant Video

London, 20 May 2014: Amazon has today announced that since premiering on its streaming service in May 2013 (then LOVEFiLM Instant), Michael Hirst's epic Norse action drama *VIKINGS* has gone on to become the most watched TV show of all time on Prime Instant Video in the UK.

With its second season premiering in February to 3.6 million viewers in the US, episodes were made available exclusively on Prime Instant Video in the UK the day after US broadcast, with the season securing hundreds of five star reviews on Amazon to date.

With season one premiering for the first time on traditional TV in the UK in recent weeks, *VIKINGS* fans can now stream every episode from the first two seasons of the critically-acclaimed show on demand and all at once, exclusively on Amazon Prime Instant Video – the UK's largest movie and TV streaming service.

"The way in which we watch TV has changed", said Tim Leslie, Vice President of Amazon Prime Instant Video. "Our customers want to watch great TV shows at their convenience. *VIKINGS* was the first of many critically-acclaimed TV shows we brought to the UK before traditional broadcasters and the fact that it is the most watched content on our service will give producers of quality content even more reason to launch on services like ours rather than terrestrial channels".

Fans can try Amazon Prime Instant Video free for 30 days by signing up at www.amazon.co.uk/prime. For more information about Prime Instant Video, visit www.amazon.co.uk/PIV.

About Vikings

Starring [Travis Fimmel](#) (star of the upcoming film "Warcraft"), [Katheryn Winnick](#) ("Love and Other Drugs", "Bones") and [Clive Standen](#) ("Hammer of the Gods", "Camelot"), the second season of *VIKINGS* has seen the notorious Norse warrior Ragnar Lothbrok (Fimmel) use his new position as Earl to continue to plunder, pillage and explore new kingdoms with his band of fearless warriors.

Created and written once again by [Michael Hirst](#) – one of the premier historical story-tellers in the industry (Academy-Award® winning film "Elizabeth" and the Emmy and Golden Globe nominated series "The Tudors") – *VIKINGS* is a tale of faith, power and relationships in which plots are hatched, scores are settled and blood is spilled.

VIKINGS was the first US TV show brought to the UK exclusively by Amazon in May 2013. Both seasons of the critically-acclaimed drama are now available to stream on demand and all at once exclusively on Prime Instant Video in the UK alongside other hit series including *Black Sails*, *Ripper Street*, *Copper*, *Crossing Lines* and *Beware the Batman*.

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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twice the memory, and longer battery life.

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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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