



Amazon Prime Instant Video now available to all Xbox Silver members

June 4, 2014

Microsoft has made Amazon Prime Instant Video available for all Xbox Silver members

To mark the occasion Amazon.co.uk is offering £40 off the [Xbox One](#) Titanfall bundle on Saturday 7th June and is giving away £1,000 in Amazon vouchers every day for a week from today

London, 04 June 2014 – Microsoft has today announced that [Amazon Prime Instant Video](#) can be accessed by all Xbox Silver members in the UK.

To mark the occasion, Amazon Prime Instant Video, the UK's largest movie and streaming service, is giving away £1,000 in Amazon vouchers every day for a week, starting today.

To be in with a chance of winning, Xbox owners just need to download the Amazon Instant Video app and stream one of the thousands of instant TV or Movie titles. One stream per day ensures customers' entry into each of the daily prize draws.

"We're delighted to finally offer Amazon Instant Video to all Xbox customers, now everyone with an Xbox can sign up on their device and instantly stream unlimited content to their TV", says Russell Morris, Director of Marketing of Amazon Instant Video in the UK, "The timing of this announcement could hardly be better with the incredible list of fantastic movies and TV shows that have been added to our service recently; Vikings season 2 is our most successful TV show ever and we are really excited about the upcoming Halle Berry, Stephen Spielberg TV thriller, *Extant*, which will be available exclusively to our customers, the day after the first episode is released in the US."

Current Xbox users can [sign-up for a free 30-day trial](#) of Amazon Prime, including Prime Instant Video, on the Amazon.co.uk website. Amazon.co.uk will also be offering £40 off [Xbox One](#) Titanfall bundles on Saturday 7th June.

Amazon Prime members have access to not only the UK's largest movie and TV streaming service, offering customers unlimited streaming of more than 15,000 popular movies and TV episodes, but also One-Day Delivery on over 7 million items and access to borrow more than 500,000 Kindle books.

For more information about Prime Instant Video, visit <http://www.amazon.co.uk/PrimeInstantVideo>.

-Ends-

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-Terms & Conditions-

For full terms and conditions, please visit [Amazon.co.uk](https://www.amazon.co.uk)

-Notes to Editors-

About Prime Instant Video

Amazon Prime now offers members unlimited One-Day Delivery on over 7 million items, access to 500,000 Kindle books to borrow and unlimited streaming of popular movies and TV episodes through Prime Instant Video.

Prime Instant Video is the UK's largest movie and TV subscription steaming service, offering customers unlimited streaming of more than 15,000 popular movies and TV episodes. Amazon has increased investment in exclusive content and original programming only available through Prime and members have unlimited access to many movies and TV shows exclusive to Amazon and original TV created through [Amazon Studios](#).

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

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 is the world's bestselling e-reader family and Kindle Paperwhite is our most advanced e-reader. It features new display technology with higher contrast, the next generation built-in light, a faster processor, the latest touch technology, and exclusive new features designed from the ground up for readers. Kindle, the lightest and smallest Kindle, features improved fonts and faster page turns. The new Kindle Fire HDX features a stunning exclusive 7" or 8.9" HDX display, a quad-core 2.2 GHz processor, 2x more memory, and 11 hours of battery life, as well as exclusive new features of Fire OS 3.0. The all-new Kindle Fire HD includes an HD display, high-performance processor and dual speakers at a breakthrough price.

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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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 centre 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.