



Prime Instant Video Now Available on Android Phones in the UK -- Exclusively Via the Amazon Appstore

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Prime members can now enjoy unlimited streaming of tens of thousands of movies and TV episodes on their Android phones.

Hit TV shows such as Extant, Vikings, Black Sails, Crossing Line and the Amazon Original series Alpha House, plus exclusive movies including Red 2, The Bourne Legacy and Ted now available on Android Phones.

And for kids, exclusive subscription streaming access to original shows for kids, Tumble Leaf, Creative Galaxy and Annedroids as well as access to popular shows including Peppa Pig, The Penguins of Madagascar and Fireman Sam.

LUXEMBOURG, 9th September, 2014 – Amazon today announced that Prime members in the UK, US and Germany can now enjoy Prime Instant Video on their Android phones. The latest update of the Amazon App for Android combines the fast and easy mobile shopping experience customers have come to know and love with access to unlimited streaming of tens of thousands of movies and TV episodes from Prime Instant Video.

After updating their existing Amazon App for Android, customers wishing to stream Prime Instant Video movies and TV episodes can install the Prime Instant Video player app, which is delivered exclusively via the Amazon Appstore. Prime members can enjoy exclusive TV shows including the Halle Berry thriller *Extant*, popular Norse drama *Vikings* and gritty pirate drama *Black Sails*, as well as favourites like *Arrow*, *Crossing Lines* and *Under the Dome*, on their Android phones at no additional cost to their membership.

Eligible customers who are not already Prime members can sign up for a 30-day free trial to start receiving all of the benefits of Prime, which includes free One-Day delivery on over 7 million items and over 500,000 Kindle titles to borrow for free, in addition to access to more than 15,000 popular movies and TV episodes for unlimited streaming using the updated Amazon App for Android. Customers who don't yet have the Amazon App for Android can get the latest version at amazon.co.uk/androidapp.

The new Amazon App for Android phones provides an award-winning mobile shopping experience on hundreds of millions of physical goods and now enables customers to discover and purchase all of Amazon's digital catalogue.

The new Amazon App for Android includes:

- Hundreds of millions of items for purchase, along with Customer Reviews, 1-Click purchase and access to account and delivery information
- More than 15,000 popular movies and TV episodes available for unlimited streaming for Prime members, including the Halle Berry thriller *Extant* and Amazon Original series like *Alpha House*, *Tumble Leaf*, *Creative Galaxy* and *Annedroids*
- More than 50,000 movies and TV episodes to rent or buy
- Millions of songs available through the Amazon Digital Music Store
- More than two million Kindle books, along with over 100,000 audiobooks and more than 600,000 exclusive books that customers won't find anywhere else
- 5GB of free photo back-up with Amazon Cloud Drive

"Tens of millions of our customers have installed the Amazon app on their Android phones in order to enjoy the ease and convenience of shopping Amazon on the go," said Xavier Garambois, Vice President EU Retail, Amazon, "Now, the latest Amazon App for Android combines that award-winning mobile shopping experience with access to Amazon's digital products and services, including unlimited streaming of tens of thousands of movies and TV episodes at no additional cost for Prime members. At Amazon, we are always innovating on behalf of our customers and we look forward to receiving their feedback on this enhanced shopping experience."

Customers can visit amazon.co.uk/androidapp for more information about the new Amazon App for Android.

About Prime Instant Video

Amazon Prime offers members unlimited One-Day Delivery on over 7 million items, access to 500,000 Kindle books to borrow and unlimited streaming of more than 15,000 popular movies and TV episodes through Prime Instant Video. Prime is available at the low price of £79 a year. Customers who are not already members can start a 30-day free trial of Amazon Prime by visiting www.amazon.co.uk/prime.

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 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.

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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](http://www.amazon.com/)'s financial results is included in [Amazon.com](http://www.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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