



Amazon.co.uk launches Black Friday Deals Week 2014 with over 3,000 deals and millions of pounds of savings

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- Amazon.co.uk offers ten times as many deals as Black Friday Deals Week 2010, when Amazon.co.uk first introduced Black Friday to the UK
- Amazon Marketplace offers deals from Marketplace sellers for the first time
- 'Lightning Deals' start at 8am on Monday 24th November with new deals released every ten minutes

Luxembourg, 19 November 2014 – Running from Monday 24th November until Sunday 30th November, Black Friday Deals Week 2014 is set to be Amazon.co.uk's busiest sales week ever. With over 3,000 'Lightning Deals' – a limited amount of a product sold at a discount, for a limited period of time – Amazon.co.uk will be releasing new offers every ten minutes throughout the week.

From stocking fillers to diamond jewellery, current Amazon.co.uk prices will be cut by an average 40%, saving customers millions of pounds on items including:

- Xbox One Bundles
- Sony 48-inch TV
- Canon DSLR Camera
- Nokia Lumia Smartphone
- Selected Ariel Fine Diamond Jewellery
- Le Creuset Cookware
- BioChef Silent Juicer
- DeLonghi Bean to Cup Coffee Machine
- *James Bond - 22 Film Collection*
- *Middle Earth: Shadow of Mordor*
- Marc Jacobs Sunglasses
- Philips Shavers
- Johnnie Walker Whisky Platinum 70cl
- Korg Digital Piano
- And1 Basketball Hoop
- Emiglio Remote Controlled Robot
- My Little Pony Equestria Girls Rainbow Rocks Mane Event Stage Playset
- *Mr Men My Complete Collection* by Roger Hargreaves
- Disney Frozen Pyjama Set and Marvel Avengers Pyjama Set

For the first time, Black Friday Deals Week will also include offers from selected Marketplace sellers including wine from Laithwaites Wine and retro confectionery from Chocolate Buttons.

Selected deals will run again on Saturday 29th November and Sunday 30th November to give shoppers another chance to pick up cut-price Christmas presents.

"Last year, Black Friday was so popular that for the very first time in our history, we received orders for over 4 million items in one day," commented Xavier Garambois, Vice President of EU Retail at Amazon. "This year, we are offering ten times as many deals as Black Friday Deals Week 2010, when we first introduced Black Friday to the UK."

"With a thousand more deals than last year, we expect record numbers to take advantage of Black Friday Deals Week this year," commented Christopher North, Managing Director, Amazon.co.uk Ltd. "From children's toys and consoles to fine jewellery and wearable technology, Black Friday Deals Week now signals the start of Christmas shopping in the UK with millions of pounds to be saved on must-have gifts."

In America, the discount shopping day known as Black Friday falls immediately after the Thanksgiving holiday. Amazon.co.uk introduced the Black Friday concept to the UK in 2010 with 300 deals. Last year was the busiest Black Friday Deals Week yet, with shoppers enjoying more than 2,000 deals. The number of products sold on Amazon.co.uk on Black Friday 2013 was over 160% higher than on Black Friday 2010. The sales peak during Black Friday Deals Week 2013 came at 1pm on Black Friday itself (Friday 29th November, 2013), when customers snapped up bargains including *Just Dance 2014*, Olympus Digital Compact Cameras, *Boardwalk Empire* DVDs and NESCAFÉ Dolce Gusto Coffee Machines.

Customers can find out more:

Visit www.amazon.co.uk/blackfriday

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About Amazon

Amazon.com opened on the World Wide Web in July 1995. The company is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire phone, Fire tablets, and Fire TV are some of the products and services pioneered by Amazon.

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