



Fire HD Kids Edition—the kids tablet that has it all, including the first-ever 2-year worry-free guarantee—now available in the United Kingdom

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Unprecedented 2-year worry-free guarantee—if anything happens, return it and we'll replace it for free—no questions asked

A real tablet, not a toy—a quad core processor for powerful performance, a vivid HD display, front and rear-facing cameras, Dolby Digital Audio, and access to Amazon's world-class content ecosystem

Don't worry about the bill—comes with the content kids love at no additional charge—thousands of books, videos, educational apps, and games in Fire for Kids Unlimited

Luxembourg—3rd June, 2015—Amazon today announced Fire HD Kids Edition, its first tablet built from the ground up for kids (and their parents) is now available in the United Kingdom. Fire HD Kids Edition is built around three ideas:

1. Despite best intentions, kids break things—Fire HD Kids Edition has an unprecedented 2-year worry-free guarantee—if they break it, return it and we'll replace it. No questions asked.
2. Parents don't want to worry about the bill—Fire HD Kids Edition includes a year of Fire for Kids Unlimited so kids get unlimited access to thousands of books, videos, educational apps, and games—at no additional cost.
3. Kids want a real tablet, not a toy—the Kids Edition features a quad-core processor, a vivid HD display, front and rear-facing cameras, Dolby Digital audio, and access to Amazon's world-class content ecosystem of over 33 million songs, apps, games, movies, TV shows, books and more.

Fire HD Kids Edition is £119 with 8GB of memory and £139 with 16GB of memory, and is available for pre-order today at www.amazon.co.uk/kids-edition-tablet.

"Fire HD Kids Edition offers the best of both worlds for parents and kids," said Jorrit Van der Meulen, Vice President, Amazon Devices EU. "With the 2-year, no-questions-asked, worry-free guarantee, and Fire for Kids parental controls, parents can rest assured that the device is well protected and that they'll never be surprised by a bill, unwanted ads or social media posts. And, with a year of the Fire for Kids Unlimited subscription, kids can choose from thousands of books, videos, educational apps, and games – including many classics and favourites."

Fire HD Kids Edition includes a year of Fire for Kids Unlimited, Amazon's all-in-one subscription that brings together all the content that kids and parents love—books, videos, educational apps, and games. Fire for Kids Unlimited has the content kids want, including favourite characters like Thomas & Friends, Fireman Sam, Avengers, Mickey Mouse, Dora the Explorer, The Penguins of Madagascar, Shaun the Sheep, and many more.

Fire HD Kids Edition also comes with Fire for Kids, which offers innovative parental controls that encourage learning before play and that help manage screen time. With Fire for Kids, parents select all of the content their kids can see, and parents can limit kids' screen time by content type—for example, they may choose to limit videos and games, but make reading time unlimited. Fire for Kids blocks stores and in-app payments, so parents don't have to worry about additional expenses, and blocks unwanted advertisements and access to social media.

Dave Miles, European Director of the Family Online Safety Institute, the leading not-for-profit for guiding parents on how to use technology in their families, said: "We are excited to see this product released in the UK and commend Amazon for its efforts in building something with parents' needs and safety in mind. Amazon's attention to parental controls and the screen time balance makes Fire for Kids an ideal service to help families while teaching their children to use technology responsibly."

Fire HD Kids Edition is just £119 with 8GB of memory and £139 with 16GB of memory, and is available for pre-order today at www.amazon.co.uk/kids-edition-tablet. It will start shipping to customers on 18th June and will also be available for purchase from Argos and www.argos.co.uk.

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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, Fulfilment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire phone, Fire tablets, and Amazon Fire TV are some of the products and services pioneered by Amazon.