

## Amazon Introduces Prime Now: One-Hour Delivery on over Ten Thousand Items, Exclusively for Prime Members

June 30, 2015

*Prime Now launches in selected London postcodes today with plans to reach the remainder of the capital and additional cities in 2015*

**LONDON — June 30th, 2015**—Amazon.co.uk today announced Prime Now, the newest benefit for Prime members, which offers one-hour delivery on over ten thousand items through a mobile app. Prime Now is powered by Amazon's growing network of fulfillment centres that utilise high-end technology to speed up order delivery times for customers. Now, Prime members can get daily essentials such as coffee, batteries and nappies, as well as other popular items like games consoles, toys and sports equipment, delivered right to their door in an hour or less. The service launches today in selected London postcodes and is expected to reach all of London and additional UK cities by the end of the year.



"Millions of customers across London can use the Prime Now app today and discover over ten thousand items for one-hour delivery, or select a free two-hour, same-day delivery slot," said Christopher North, Managing Director of Amazon UK. "This is just the beginning. London is our first Prime Now city in the UK and we are already working on making Prime Now available in more postcodes in London and beyond."

All Prime members can immediately download the Prime Now app, available on iOS and Android devices, to find eligible delivery postcodes and request notification when the service is available in their area. Customers can also visit [www.amazon.co.uk/primenow](http://www.amazon.co.uk/primenow) to discover eligible delivery postcodes. Prime Now customers can choose delivery within one hour of ordering for £6.99, or free delivery within a choice of two-hour, same-day delivery slots between 8am and midnight, seven days a week.

Prime Now is made available through Amazon Logistics, Amazon's technology and logistics platform that empowers independent local, regional and national delivery companies across the UK to deliver Amazon parcels to customers

seven days a week. Amazon Logistics' delivery station in East London will serve as the first hub for delivery of Prime Now orders.

Amazon Prime is already an immensely popular service with millions of members in the UK. On a base of tens of millions, worldwide paid membership to Prime grew 53% last year. Prime members in the UK enjoy unlimited One-Day Shipping on more than 9 million items, unlimited streaming of more than 15,000 popular movies and TV shows through Prime Instant Video, unlimited photo storage in Amazon Cloud Drive, and access to more than 800,000 books to borrow for free with the Kindle Owners' Lending Library. Customers can sign up for the Amazon Prime Free 30-day trial at [www.amazon.co.uk/prime](http://www.amazon.co.uk/prime).

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### Notes to editors:

- Enter **LONDONNOW** at checkout to get £20 off your first order of £50 or more.

### About Amazon

[Amazon.com](http://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, Fire TV, and Amazon Echo are some of the products and services pioneered by Amazon.

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