



Introducing Prime Day – A New Global Shopping Event Offering Thousands of Deals Exclusively for Prime Members

July 6, 2015

On the eve of Amazon's 20th birthday, the company introduces Prime Day, a global shopping event, with more deals than Black Friday, exclusively for Prime members

Amazon customers in the UK can sign up to Prime before midnight on Wednesday 8 July for a £20 saving on the annual membership fee to take advantage of thousands of Prime Day deals

London -- July 6, 2015 -- Next week, Amazon turns 20 and on the eve of its birthday, the company introduces Prime Day, a new global shopping event, offering more deals than Black Friday, exclusively for Prime members.

On Wednesday, July 15, new and existing UK Prime members can shop thousands of Lightning Deals, six popular Deals of the Day and receive unlimited fast, free delivery. Members in UK, US, Spain, Japan, Italy, Germany, France, Canada and Austria will find deals starting at midnight, with new deals starting as often as every ten minutes. To celebrate the announcement of Prime Day, Amazon is offering customers in the UK the opportunity to join Amazon Prime before midnight on Wednesday 8 July for just £59 for the first year to enjoy all the benefits of Prime - visit amazon.co.uk/primeday for more details.

"Prime Day is a one-day only event filled with more deals than Black Friday, exclusively for Prime members around the globe. Members tell us every day how much they love Prime and we will keep making it better," said Greg Greeley, Vice President Amazon Prime. "If you're not already a Prime member, you'll want to join so you don't miss out on one of the biggest deals extravaganzas in the world."

"We're offering Prime members thousands of deals on Prime Day. In fact, in the UK we are offering more than double the number of deals that we offered last Black Friday," said Christopher North, Managing Director at Amazon UK. "Prime started as a One-Day Delivery benefit on a few million items back in 2007. Since then we've increased selection to 10 million eligible items for fast Prime delivery and added unlimited streaming movies and TV episodes, unlimited cloud photo storage, access to 800,000 Kindle books and just last week we launched one-hour delivery exclusively for Prime members in selected London postcodes. Prime Day is the latest benefit for Prime members and you can expect us to add further benefits and features to this great service over time."

Prime in the UK

Amazon Prime launched in the UK in 2007 offering members One-Day Delivery on millions of items, today there are more than 10 million items eligible for Prime. In October 2012, Amazon introduced the Kindle Owner's Lending Library, offering Prime members' access to hundreds of thousands of Kindle books to borrow – today the library contains more than 800,000 titles. In February 2014, Prime Instant Video launched and now offers Prime members unlimited streaming of more than fifteen thousand movies and TV episodes including hit Amazon original and exclusive titles *Transparent*, *Ripper Street*, *Outlander*, *Exant*, *Bosch*, *Mozart In the Jungle*, and *Alpha House*. In November 2014, Amazon added Prime Photos as the latest Prime benefit, offering Prime members unlimited photo storage in the Amazon Cloud. Last week, Prime Now launched in the UK, offering one-hour delivery on over ten thousand items exclusively for Prime members in selected London postcodes, and the service is expected to reach all of London and additional UK cities by the end of the year.

Prime Day Deals - Shop from Anywhere

Prime members can shop across dozens of categories including electronics, toys, video games, movies, clothing, lawn and garden, baby, health, beauty, sports and outdoor items and more. Members will enjoy deals on items perfect for summer adventures, their to-do list, family road trips, back to school supplies, and everyday essentials. Prime members can shop on any device, including smartphones and tablets and find deals anytime, anywhere.

#PrimeLiving Photo Contest

Today, Amazon invites UK Prime members to experience one of the latest benefits – Prime Photos - and enter for a chance to win the sterling equivalent of \$10,000 USD in Amazon.co.uk Gift Cards by participating in the #PrimeLiving Photo Contest. Amazon is providing members a forum to share how Prime has helped open the possibilities for them to save time, money and simply have more fun. Did you save enough time today to put your feet up, go to the beach or take a long hike with the dog? Take a snap, capture the moment. Members simply sign into Prime Photos between July 6 and July 15 to submit a photo on the contest page amazon.co.uk/primeliving. One winner will be selected in each Prime country based on the image that most creatively captures a moment of #Prime Living. Winners will also be invited to have their photos become screen savers on the Amazon Fire TV.

More to Prime

Amazon Prime is an annual membership programme for £79 a year that offers customers unlimited One-Day Delivery on items across all categories, unlimited streaming of more than 15,000 movies and TV episodes, free secure, unlimited photo storage in Amazon Cloud Drive with Prime Photos and access to more than 800,000 books to borrow with the Kindle Owners' Lending Library. In addition, Prime members in selected London postcodes are offered one-hour delivery on a selection of over ten thousand everyday essentials with the dedicated Prime Now mobile app. 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.

Not a member? Start a free trial of Amazon Prime at amazon.co.uk/primeday, or Amazon is offering customers in the UK the opportunity to join Amazon Prime before midnight on Wednesday 8 July for just £59 for the first year to enjoy all the benefits of Prime - visit amazon.co.uk/primeday for more details.

Ends.

For images and b-roll footage of a #PrimeLiving Art Truck visiting famous London landmarks [CLICK HERE](#).

Amazon commissioned a #PrimeLiving street art project across eight countries globally, see the results in [this embeddable video](#). In the UK, Global Street Art has created 3D spray paint art on an Amazon delivery truck depicting well-known London characters including a Queens Guard, Pearly Queen and Punk – all acting out a Prime living scene. The one off Prime Day delivery truck has already made its rounds around London, visiting Buckingham Palace, St. Paul's and even Westminster Palace. Global Street Art fully immersed themselves in Prime to create the art, reading customer tweets and comments. The art is intended to provide inspiration to consumers for the #PrimeLiving photo contest – also launched today. The global photo contest asks Amazon customers to submit their own meaning of #PrimeLiving for the chance to win prizes. Visit amazon.co.uk/primeliving for more details on the contest.

About Amazon

[Amazon.com](https://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.