



Amazon launches Prime Same Day – Prime Members in Greater London now receive unlimited free same-day delivery on one million items

November 5, 2015

Orders placed by noon will be delivered between 6pm and 10pm the same day, seven days a week

Amazon to expand the service to other parts of the UK in the coming months

LONDON – 5 November 2015 – Amazon.co.uk today launched Prime Same Day, offering Prime members free same-day delivery on one million items. The service is now available in Greater London and parts of Hertfordshire and Berkshire, and will expand into a number of other areas of the UK in the coming months.

Prime members who place an order for same-day delivery by noon, on any day of the week, will receive their delivery between 6pm and 10pm on that same evening. There is no minimum order value and a wide range of items are available, from TVs to toasters, DVDs to books, and coffee makers to children's toys. The service is available to residential addresses within the M25 motorway, as well as AL, HP and SL postcodes.

"We know how important speed of delivery is to our Prime customers and we've been continuing to invest in our delivery network to offer even more fast delivery options. We are excited to launch our newest benefit for Prime members – free same-day delivery on one million items. This is on top of all the other Prime benefits, like unlimited streaming of movies and music, unlimited photo storage and more," said Christopher North, Managing Director of Amazon.co.uk.

Look for Prime Same Day while shopping

Prime members can now find and purchase products for same-day delivery on Amazon.co.uk, whether they're using their PC, tablet or mobile device. Members can simply look for the Prime Same Day logo on eligible items, add these items to their shopping basket, and then choose the FREE Same Day option at checkout. Alternatively, members can tick the new Prime Same Day check box located in the filter menu while browsing or after performing a search.

Expanding customer choice for fast delivery

The choice of fast delivery services for Prime customers now includes:

- Prime Now: Members can choose delivery to selected London and Birmingham postcodes within one hour of ordering for £6.99, or free delivery within a choice of two-hour delivery windows between 8am and midnight the same day, seven days a week on thousands of daily essentials, gifts and more
- Prime Same Day: Members can order before noon for same-day delivery on one million items, seven days a week, to addresses in Greater London and AL, HP and SL postcodes
- Prime One Day: Members across the UK continue to enjoy unlimited one-day delivery on millions of items across all product categories

Prime Now and Prime Same Day are made available through Amazon Logistics, which empowers independent local, regional and national delivery companies across the UK to deliver Amazon parcels to customers seven days a week.

Same-day delivery is also available for non-Prime customers at a cost of £9.99 per order. To learn more and check for eligible postcodes, visit www.amazon.co.uk/sameday.

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About Amazon Prime

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 across the UK already enjoy unlimited One-Day Delivery on millions of items; unlimited photo storage in Amazon Cloud Drive; access to unlimited streaming of more than 15,000 popular movies and TV shows through Prime Video, the UK's largest streaming service; access to more than one million songs and hundreds of playlists at no additional cost to their membership through Prime Music; and access to more than one million books to borrow at no additional charge from the Kindle Owners' Lending Library. The annual fee for Prime membership is £79 and customers can sign up for the Amazon Prime 30-day free trial at www.amazon.co.uk/prime.

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, Fire TV, and Amazon Echo are some of the products and services pioneered by Amazon.

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