



Join Amazon Prime for just £59 – Amazon offers limited time £20 saving ahead of Black Friday

November 13, 2015

UK customers can sign up to Prime from Sunday 15th to Wednesday 18th November for a £20 saving on the first year's annual membership fee to take advantage of all the benefits of Prime, including Prime Early Access to thousands of Black Friday deals

Prime delivery benefits now include millions of products available for Prime One-Day delivery, the newly-launched free Prime Same-Day delivery service, and Prime Now one-hour delivery recently expanded to additional cities

London, 13 November 2015 - Amazon is offering UK customers the opportunity to sign up to Amazon Prime for just £59 from Sunday 15th to Wednesday 18th November, a £20 saving on the first year's annual membership fee. Customers who sign up now, along with the millions of existing Prime members, will be able to take advantage of Prime Early Access to Black Friday Week deals. Visit amazon.co.uk/primespecial for more details.

Prime members benefit from One-Day delivery on millions of products, access to more than 15,000 popular movies and TV episodes through Prime Video, access to one million songs to stream and download through Prime Music, unlimited photo storage in Amazon Cloud Drive and access to one million Kindle books to borrow. Prime members in eligible postcodes in London and Birmingham are now offered one-hour delivery on over ten thousand products through the [Prime Now mobile app](#). And, from this month, Prime members in Greater London and parts of Hertfordshire and Berkshire receive free same-day delivery on one million products.

"Amazon Prime is the best deal in the history of shopping and for four days, customers can get an annual membership at a great discount – just in time for Christmas," said Christopher North, Managing Director of Amazon.co.uk. "Sign-ups to Prime always increase in the run-up to Christmas as customers want fast delivery for gifts as well the ability to stream popular movies and TV shows to keep the family entertained. This year, members will also be able to stream great Christmas music and get 30-minute early access to Lightning Deals, including during Black Friday Deals Week when there will more deals than ever before."

Black Friday (November 27th) may well be Amazon.co.uk's biggest shopping day ever. Last Black Friday (28th November 2014), Amazon.co.uk saw more than 5.5 million items ordered at a rate of around 64 items per second, with sales peaking at 8:29am. This year there will be more deals than ever - more than 7,000 deals saving Amazon customers millions of pounds.

Last Christmas saw record global growth for Amazon Prime – more than 10 million new members worldwide tried Prime for the first time. 2015 was a record summer for sign-ups to Prime here in the UK and globally, with more new members trying Prime on Prime Day (15 July) than any single day in Amazon history.

More to Prime – Fast Delivery

Amazon Prime launched in the UK in 2007 and now offers members unlimited One-Day delivery on millions of products. In June, Prime Now launched in the UK with a [dedicated shopping app](#), offering one-hour delivery for £6.99, or a free two-hour same-day delivery slot, on over 15,000 products exclusively for Prime members in selected London postcodes. Following the opening of a new Amazon delivery station in Wimbledon, the number of postcodes in London eligible for one-hour delivery has increased five-fold and the number of postcodes eligible for a two-hour delivery window has almost trebled. The service has now launched in Birmingham, and will launch in additional UK cities in the coming months.

Earlier this month, Amazon launched Prime Same Day, offering Prime members free same-day delivery on one million products. 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 products 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.

More to Prime – Early Access to Lightning Deals

Prime Early Access also launched in 2015, giving Amazon Prime members 30-minute early access to Lightning Deals on Amazon.co.uk at no additional cost. Prime members will be able to take advantage of early access to deals during Black Friday Deals Week and this year there will be more than ever, with more than 7,000 deals saving Amazon customers millions of pounds.

More to Prime – Movies and TV shows

In February 2014, Prime Video launched offering Prime members in the UK unlimited streaming of more than 15,000 movies and TV episodes at no additional cost to annual membership. Since launch, Amazon has introduced critically-acclaimed original and exclusive shows to the service exclusively for Prime members, including Golden Globe and Emmy Award winning *Transparent*, Michael Connelly cop drama *Bosch*, newly released *Hand of God*, U.S. hit drama *MR. ROBOT*, Norse hit drama *Vikings*, time-travel smash *Outlander* and British Victorian thriller *Ripper Street*.

More to Prime – Music streaming

Prime Music launched in July 2015, giving UK Prime members access to over one million songs and hundreds of playlists at no additional cost to their membership. Prime Music includes tens of thousands of albums from chart artists like One Direction, Royal Blood, George Ezra, Paolo Nutini, Ella Henderson, Katy Perry, Ellie Goulding, Lorde and Bastille, plus classic artists like Bob Dylan, Madonna and David Bowie —more music is being added all the time. This Christmas multi-GRAMMY award and Billboard award-winning band, Train, will bring their first-ever Christmas album exclusively to Amazon Prime members in the UK and U.S. to stream ad-free on Prime Music, at no additional cost to their membership. The highly-anticipated album, *Christmas in Tahoe*, features 15 Christmas-inspired tracks and Prime members will be able to listen to the album on Prime Music through the

Amazon Music app on iOS, Android, Fire devices or on the Web at www.amazon.co.uk/primemusic starting on November 13.

More to Prime – Kindle books

In October 2012, Amazon introduced the Kindle Owner's Lending Library, offering Prime members' access to hundreds of thousands of Kindle books to borrow at no additional cost. In 2015 the library increased to more than one million titles available to borrow. Each month members also get an additional free pre-release book through the [Kindle First programme](#), which offers customers early access to new Kindle books across popular genres.

More to Prime – photo storage in Amazon Cloud Drive

Prime members also receive free secure, unlimited photo storage in [Amazon Cloud Drive](#) at no additional cost with Prime Photos. Members can upload the photos directly from their app enabled camera and can access them anywhere, from almost any computer or mobile device. To date, tens of millions of photos have been uploaded by Prime members worldwide.

Ends.

About Prime

Amazon Prime is an annual membership programme for £79-a-year that offers customers unlimited One-Day delivery on products across all categories, unlimited streaming of more than 15,000 movies and TV episodes, unlimited streaming of more than one million songs with Prime Music, free secure, unlimited photo storage in Amazon Cloud Drive with Prime Photos, access to more than a million books to borrow with the Kindle Owners' Lending Library and 30-minute early access to Lightning Deals on Amazon.co.uk. In addition, Prime members in selected London and Birmingham 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.

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