



Amazon expands Prime Same Day in the UK - Prime Members in the Midlands, Bristol, Edinburgh, Glasgow and Milton Keynes now receive unlimited free same-day delivery on one million items

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

LONDON - 18 November 2015 - Amazon.co.uk today has expanded its recently-launched Prime Same Day service, offering Prime members free same-day delivery on one million items. The service launched in Greater London and parts of Hertfordshire and Berkshire earlier this month is now available to residential addresses in Birmingham, Bristol, Dudley, Edinburgh, Glasgow, Milton Keynes, Northampton, Walsall and Wolverhampton. Amazon will continue to expand Prime Same Day to other areas of the UK in 2016.

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.

"Prime members are telling us that they love the convenience of free same-day delivery so we are quickly introducing it to many new areas of the UK. And we continue to invest in our delivery network to expand our fast delivery options to even more Prime members," said Christopher North, Managing Director of Amazon.co.uk. "Prime Same Day adds to the range of benefits available to Prime members, like unlimited streaming of movies and music, unlimited photo storage and more."

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 Now is available through the Prime Now mobile app, available to download at www.amazon.co.uk/primenow
- **Prime Same Day:** Members can order before noon for same-day delivery on one million items, seven days a week, to residential addresses in Birmingham, Bristol, Dudley, Edinburgh, Glasgow, Milton Keynes, Northampton, Walsall and Wolverhampton as well as 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, Fulfilment 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.

For further information please contact:

Amazon UK Press Office
Email: pressoffice@amazon.co.uk
Tel: 0203 680 0888