



## **Prime Now Expands: One-Hour Delivery on over 15,000 Items now available for Prime Members in Newcastle and the North East**

November 19, 2015

*Newcastle becomes latest Prime Now city to receive Amazon's one-hour delivery service in selected postcodes including Gateshead, Jesmond and High Heaton*

**LONDON—19th November 2015**—Amazon today announced that Prime Now has expanded to Newcastle and in many surrounding postcodes including Gateshead, Durham and Sunderland. The ultra-fast delivery service, which launched for Prime members in London and Birmingham earlier this year, offers one-hour delivery on thousands of items, including essentials for festive entertaining such as baking ingredients, chocolate, snacks and drinks, as well as popular Christmas gifts items like perfume, games and Lego—all via a simple and easy-to-use 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.

"We're thrilled to expand our one-hour delivery service to Newcastle, our latest Prime Now city in the UK," said Christopher North, Managing Director at Amazon.co.uk. "We have already received great response from Prime Now customers in London and Birmingham and we've seen high demand on everything from essentials such as nappies and toiletries to must-have video games and toys—we are excited to delivering to more customers in record-breaking time."

Customers in Newcastle and surrounding areas have access to more than 15,000 products including a new range of chilled and frozen items such as Chicago Town pizzas, Birds Eye fish fingers and Ben & Jerry's ice-cream—all available for delivery in under 60 minutes. One of the fastest Prime Now deliveries to date was a USB cable and a set of replacement electric toothbrush heads which were ordered at 20:35, shipped from Amazon's Wimbledon delivery station in London and delivered at 20:49 to an address in Morden.

Prime Now is 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. Deliveries will be made from Amazon Logistics' delivery station in Gateshead, Newcastle.

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.

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. With Black Friday Deals Week just around the corner, Prime members also get Prime Early Access launched in 2015, giving Amazon Prime members 30-minute early access to Lightning Deals on Amazon.co.uk. 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](http://www.amazon.co.uk/prime).

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