



ITV Hub and All 4 now available on all generations of Amazon Fire TV and Fire TV Stick

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Popular UK catch-up services now available for all devices and generations in Fire TV device family

Complete Fire TV line-up now offers catch-up services from all of the UK's major broadcasters

Over 4,200 channels, apps and games now available for Fire TV devices

Luxembourg—8th March 2016—Amazon today announced that ITV Hub and All 4, the free on-demand digital catch-up services from ITV and Channel 4, are now available for all versions of Fire TV—including Fire TV Stick, the fastest-selling Amazon device ever.

The availability of ITV Hub and All 4 means the complete Fire TV range now offers catch-up services from every one of the UK's major broadcasters—with apps from the BBC, ITV, Channel 4 and Channel 5 available for all devices in the Fire TV line-up.

"With BBC iPlayer, ITV Hub, All 4 and My5, every single UK customer with a Fire TV or Fire TV Stick now has access to all of the UK's most popular catch-up services," said Jorrit Van der Meulen, Vice President, Amazon Devices EU. "Add these to Amazon Video, Prime Video, Netflix, UKTV Play, YouTube.com, Vevo, Curzon Home Cinema and many more, and it's clear that Fire TV customers can enjoy access to a vast and growing range of content. Whether its bingeing on the latest series, watching a film, playing games or catching up with a favourite show, Fire TV customers can do it all—and we're adding more channels, apps and games every day."

Fire TV has quickly become Amazon's top-selling device family, and Fire TV Stick is Amazon's fastest-selling device ever. ITV Hub and All 4 are part of the consistently growing third party selection for Fire TV devices, with over 4,200 channels, apps and games now available including Netflix, BBC iPlayer, UKTV Play, My5, BBC Sport, Curzon Home Cinema, Sky News, Spotify, Ministry of Sound Radio, Prime Music, Vevo, Plex, MUBI, TVPlayer, YouTube.com and more, as well as Amazon Video and Prime Video. Fire TV and Fire TV Stick are also great for gaming, with bestselling titles from Hipster Whale, Sega and Ubisoft available and supported by Fire TV remotes, or the Amazon Fire TV Game Controller.

ITV Hub and All 4 are available for all Fire TV and Fire TV Stick customers to download from the Fire TV Appstore from today. Fire TV Stick is available from just £34.99 and available at www.amazon.co.uk/firetystick, while Amazon Fire TV with 4K UD is available for just £79.99 at www.amazon.co.uk/firetv. Customers can also get the new Fire TV with 4K UHD as part of the new Fire TV gamers bundle, which includes the Fire TV streaming box, Fire TV Game Controller, a 32GB microSD card and 1,000 Amazon coins for use on any Fire TV game or in-app game purchase, for just £119.99—a saving of £20.

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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.