



Amazon Fire for Kids Unlimited Adds New Content Line-Up for Kids Aged 9-12

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Fire for Kids Unlimited provides all-you-can eat access to thousands of age-appropriate videos, educational apps, games and books, including new additions from Disney, Nickelodeon, Mattel, Monument Valley, SEGA, and more

Introducing Fire for Kids Smart Filters, a new parental control feature that gives parents the ultimate say in what their children can see

LUXEMBOURG—26 April 2016—Amazon today announced that Fire for Kids Unlimited—the all-you-can eat subscription designed from the ground up for kids and their parents—is getting even better. Amazon is adding even more new videos, educational apps, games and books to Fire for Kids Unlimited—without raising the price. Fire for Kids Unlimited starts at just £1.99 per month for Prime members and £3.99 per month for customers who are not yet Prime members. Fire for Kids Unlimited previously offered titles primarily for kids ages 3-8 but now offers thousands of videos, educational apps, games and books for kids ages 9-12, such as *Sonic the Hedgehog*, *Monument Valley*, *iCarly*, *Lego Ninjago*, and much more—ensuring Fire for Kids Unlimited content grows as your kids grow.

“Last year, we introduced Fire for Kids Unlimited to the UK with thousands of apps, games, videos and books for kids aged 3-8. Today we’re adding even more, with new content for older kids aged 9-12,” said Jorrit Van der Meulen, VP, Amazon Devices EU. “To help more easily manage all that great content, we’re launching Fire for Kids Smart Filters to give parents the ultimate say in what their kids are seeing. Younger kids still have the freedom to explore titles that are appropriate for their age group, while older kids get to play *Monument Valley* and see videos, apps, games and books that are just right for them.”

Fire for Kids Unlimited now offers thousands of titles for kids aged 9-12, including:

- Thousands of hand-curated videos, including *Legend of Korra*, *Gortimer Gibbons*, *Thunderbirds Are Go*, *Lego Ninjago*, *iCarly*, and *Teen Titans Go!*
- Over 100 age-appropriate apps and games without any in-app purchasing or advertisements, including *Sonic the Hedgehog*, *Monument Valley*, *Slugterra: Dark Waters*, *Rayman Fiesta Run*, *Lightbot Programming Puzzles*, *Star Wars Rebels*, *Temple Run: OZ*, *Barbie*, *Hot Wheels*, and *Avengers Origins*
- Hundreds of books, including titles like *Guinness World Records*, *Teenage Mutant Ninja Turtles*, *iCarly*, *Dragonborn*, *Myth-O-Mania*, *Dennis the Menace and Gnasher*, *Harry Potter*, and *The Boy’s Book of Adventure*

Fire for Kids Unlimited is also adding new titles for younger kids, with popular apps like *Peppa Pig: Holiday*, *Numberjacks*, Disney’s *Inside Out*, *Big Hero 6*, and *Disney Junior Appisodes*; and new videos from *Dino Dan*, *My Little Pony*, *Lego Friends*, *Tom & Jerry*, *Scooby Doo*, *Wishenpoof*, and *Tumble Leaf*.

Families can also discover kid-friendly content using the Fire for Kids web browser, which provides kids with controlled access to tens of thousands of hand-curated, age-appropriate YouTube videos and websites. All YouTube videos and websites included in the Fire for Kids web browser are selected and approved by Amazon experts to ensure it is appropriate for kids.

Introducing Fire for Kids Smart Filters

Because no two kids are exactly alike—individual development and preferences vary—Fire for Kids now includes Smart Filters. Using a blend of input from Common Sense Media, Amazon experts, and parents like you, Fire for Kids Smart Filters is a proprietary feature to help parents sort through and manage Fire for Kids Unlimited content. Fire for Kids Unlimited begins by recommending age-appropriate videos, educational apps, games, and books for kids to enjoy. Parents can then use the Smart Filters to adjust the library so that older kids are only seeing the content that’s applicable to them, and parents can be confident younger kids aren’t seeing content deemed too old. Fire for Kids Smart Filters will be available for 4th generation (Fire HD 6, Fire HD Kids Edition, Fire HD 7 and Fire HDX 8.9) and 5th generation (Fire, Fire Kids Edition, Fire HD 8 and Fire HD 10) Fire tablets, via a free, over-the-air software update rolling out from 27 April.

Fire for Kids and Fire for Kids Unlimited are available exclusively on Fire tablets, including Fire Kids Edition, as well as on Kindle e-readers—learn more about Fire for Kids Unlimited at www.amazon.co.uk/fireforkids.

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