



Prime Now Expands: One-Hour Delivery on over 15,000 Items now available for Prime Members in Leeds

April 20, 2016

Amazon's ultra-fast delivery service is available to customers in selected postcodes in Leeds including Kirkstall, Rothwell and the city centre

Two-hour delivery windows available across West Yorkshire including Leeds, Bradford, Wakefield and Huddersfield

Prime members in selected postcodes can get daily essentials from fresh milk and batteries to the latest video game or Kindle delivered right to their door in an hour or less

LONDON—20th April 2016— Amazon today launched Prime Now, offering one-hour delivery on more than 15,000 popular items, to Prime members in selected postcodes in Leeds. Prime members 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. Two-hour delivery windows are available in Leeds, Bradford, Wakefield and Huddersfield. Customers can choose from thousands of items, including essentials such as nappies, coffee, chocolate and fresh milk, as well as other popular items like games consoles, toys, gifts and sports equipment—all via a simple and easy-to-use mobile app.

Prime members already benefit from One-Day Delivery on millions of products on Amazon.co.uk, access to thousands of 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, 30-minute early access to Lightning Deals on Amazon.co.uk, and access to one million Kindle books to borrow.

"Prime Now is our fastest delivery option ever and from today Prime customers in Leeds can get the items they need quickly delivered right to the door in under an hour," said Jason Weston, director of Amazon's Prime Now service in the UK. "Whether its essentials like fresh milk, nappies or even a last minute gift, customers love the convenience of delivery straight to their door in less than sixty minutes."

Prime Now launched in London in June 2015 and has spread rapidly across the capital and across the UK and also operates in Birmingham, Newcastle, Manchester and Liverpool. One of the fastest Prime Now deliveries to date was a Moleskine notebook and a tin of sketching pencils which were ordered at 20:09, shipped from Amazon Prime Now facility in Manchester and delivered at 20:24 to a local address in Swinton.

Customers in selected areas of West Yorkshire have access to more than 15,000 products which will also include a range of chilled and frozen items such as Chicago Town pizzas, Birds Eye fish fingers and fresh juices. The most popular Prime Now purchase of 2015 was the Fire TV Stick – closely followed by bottled water, Pepsi Max and Terry's Chocolate Orange.

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 to discover eligible delivery postcodes.

Amazon Prime is an immensely popular service with millions of members in the UK. On a base of tens of millions, worldwide paid membership to Prime grew 51% 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.

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For further information, please contact:

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Notes to editors:

- To celebrate the launch of Prime Now in Leeds and surrounding areas, when customers enter 30PRIMENOWat checkout they will get £10 off their first order of £30 or more
- Prime Now customers in Leeds and surrounding areas can also receive up to £20 off Kindle devices
- Postcodes: 1-Hour: LS1, LS10, LS11, LS12, LS2, LS26, LS27, LS3, LS4, LS9
- 2-hour: BD1, BD10, BD11, BD12, BD14, BD19, BD2, BD3, BD4, BD5, BD6, BD7, BD8, BD99, HD1, HD2, HD5, HD6, LS13, LS14, LS15, LS16, LS17, LS18, LS19, LS25, LS28, LS5, LS6, LS7, LS8, LS99, WF1, WF10, WF11, WF12, WF13, WF14, WF15, WF16, WF17, WF2, WF5, WF6, WF7, WF8

About Amazon

[Amazon.com](https://www.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.