



Amazon Launches Unlimited Online Storage Plan in the UK

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New Unlimited Storage plan launches in the UK, providing convenient, secure and affordable cloud storage for personal content

New plan offers customers infinite storage for a flat fee of £55 per year—or less than £5 per month

Free three-month trial available for eligible customers to try out unlimited online storage for photos, videos, movies, music, and other files

LUXEMBOURG—24th AUGUST, 2016—Amazon.co.uk today announced the launch of a new Unlimited Storage plan, allowing customers to easily upload and securely store infinite amounts of photos, videos, movies, music, and other files. The new plan means customers no longer need to worry about storage limits when keeping their content safe and secure, with all files available for download at their original size and resolution, ensuring memories are protected for a lifetime. The new Unlimited Storage plan is available for a flat fee of just £55 per year, with a free three-month trial available for eligible customers. Learn more at www.amazon.co.uk/clouddrive.

"Most people have a lifetime of photos from birthdays, holidays and everyday moments stored across numerous devices—and a lot of those people don't know how many gigabytes they need to back all those memories up, or what it's going to cost," said David Nenke, Director of Amazon Drive.

"With our new Unlimited Storage plan, that's no longer something customers need to worry about. They now have an affordable, secure solution to store unlimited amounts of photos, videos, movies, music, and other files in one place—with no tiered storage options or rising fees to worry about."

For less than £5 per month, the new Unlimited Storage plan enables customers to back-up and store an infinite number of files, including new and existing photos, videos, movies, music, and other files in Amazon Drive. Customers can auto-save all photos and videos from their mobile devices, or back-up all the content on their personal computer, with all content easily accessible at full resolution from nearly any device.

The new Unlimited Storage plan is available beginning today, with a free three-month trial also available for eligible customers who want to try before they buy. Prime members, who already enjoy unlimited photo storage as a benefit of Prime membership, can easily add the Unlimited Storage plan to their Amazon Drive accounts to store their videos and files in addition to photos. Existing Amazon Drive customers can easily switch their plans by signing into their Amazon Drive accounts and selecting the free Unlimited Storage trial.

To learn more about Amazon Drive and the Unlimited Storage plan, please visit www.amazon.co.uk/clouddrive.

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