



## Prime Now Expands: One-Hour Delivery on over 15,000 Items now available for Prime Members in St. Albans and Stevenage

August 31, 2016

*Amazon's ultra-fast delivery service is available to customers in selected postcodes including North London, Bedfordshire, Hertfordshire and Essex*

*Two-hour delivery windows available in Edgware, Enfield and Watford*

*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 — 31st August 2016**— Amazon today launched Prime Now, offering one-hour delivery on more than 15,000 popular items to Prime members in selected postcodes in North London and the East of England. 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 selected postcodes in Edgware, Enfield and Watford.

Customers can choose from thousands of items, including essentials such as nappies, coffee 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 across the UK already benefit from not just unlimited One-Day delivery on millions of products, but also access to great benefits including: thousands of popular movies and TV episodes through Prime Video; access to over one million songs to stream and download through Prime Music which also includes hundreds of Prime Playlists and Prime Stations; 30-minute early access to Lightning Deals on Amazon.co.uk; one free pre-released book a month with Kindle First and unlimited photo storage with Prime Photos.

"Prime Now is our fastest delivery option ever and we are delighted to bring it to new areas like North London, Bedfordshire, Hertfordshire and Essex. From today, even more Prime customers 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 from 8am until midnight."

Londoners have been enjoying ultra-fast delivery since June 2015 where favourites include Oreos, tomatoes and toilet rolls. Prime customers located just outside the capital in Surrey, Hampshire and Berkshire are fans of crumpets, ice-cream and eggs. Prime Now is now available to more than 30% of the UK population and available in selected postcodes in London, Surrey, Birmingham, Newcastle, Manchester, Leeds, Liverpool, Portsmouth, South Yorkshire and Glasgow.

One of the fastest London Prime Now deliveries to date was a NETGEAR Wi-Fi Range Extender which was ordered at 10:32am, shipped from Amazon's Bow delivery station and delivered at 10:44am to a postcode in Canary Wharf, taking just 12 minutes from click to delivery.

Customers in selected areas in North London and the East of England have access to more than 15,000 products which will also include a range of chilled and frozen items such as ice-cream, apples, cheese and bread. Across the UK the most popular purchases on Prime Now so far this year include bottled water, milk, baby wipes and Pepsi Max.

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.

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Amazon Prime membership grew 51% last year, including 47% growth in the U.S. and even faster internationally – there are now millions of members in the UK and tens of millions of members worldwide. 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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For further information, please contact:

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### Notes to editors:

- Customers placing their first order on Prime Now are eligible for a £5 discount using the code PRIMENOW5 at checkout.

For more information about the promotion visit [www.amazon.co.uk/primenow5](http://www.amazon.co.uk/primenow5)

- **Postcodes: 1-Hour:** AL1, AL2, AL4, AL5, AL6, AL7, AL8, AL9, AL10, SG3, SG13, SG14
- **2-hour:** AL3, CM19, EN1, EN2, EN3, EN4, EN5, EN6, EN7, EN8, EN9, EN10, EN11, HA3, HA7, HA8, HP2, HP3, LU1, LU2, LU3, N2, N3, N20, NW4, NW7, NW9, SG1, SG2, SG4, SG5, SG6, SG7, SG12, SG15, SG16, SG17, WD3, WD4, WD5, WD6, WD7, WD17, WD18, WD19, WD23, WD24, WD25

#### **About Amazon**

Amazon 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. For more information, visit [www.amazon.com/about](http://www.amazon.com/about).