



## Prime Now Gets Even Better: One-hour Delivery from Morrisons

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*Prime members can now choose from thousands of additional products sourced from Morrisons stores by shopping 'Morrisons at Amazon' via the Prime Now app*

*From today, local stores through Prime Now offer ultra-fast delivery for more than 10,000 additional products to customers in selected postcodes from Morrisons, John Bell & Croyden, and Spirited Wines*

LONDON - 16th November 2016 - Amazon today announced its Prime customers in selected postcodes in London and Hertfordshire are now able to choose from thousands of additional grocery items sourced from Morrisons stores for delivery in under 60 minutes.

Last week Amazon announced that iconic health, beauty and wellbeing shop, John Bell Croyden, and specialist wine merchant, Spirited Wines, added selection from their stores to the Prime Now app. Prime members can check to see if the local shops are delivering in their area by downloading the Prime Now app. The minimum order value for Prime Now is £20 per store.

In addition to the Amazon selection of more than 15,000 items, customers using the Amazon Prime Now app can now browse products from Morrisons, John Bell & Croyden, and Spirited Wines stores. Prime members can choose delivery within one hour of ordering for £6.99, or delivery within a choice of two-hour, same-day delivery slots at no extra charge between 8am and 10pm.

"We are delighted to welcome Morrisons' increased selection to the Prime Now app, enabling us to grow the selection of items available to our Prime customers for one hour delivery," said Mariangela Marseglia, Director for Prime Now EU. "Morrisons store selection is in addition to existing local stores available on Prime Now - John Bell & Croyden and Spirited Wines - helping us to provide more than 10,000 additional items to customers for ultra-fast delivery, and we look forward to adding more stores and reaching more customers in the future."

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.

Today's announcement further increases the existing Prime Now offer in London, which already includes more than 15,000 Amazon products, plus access to more than 180 eateries via Amazon Restaurants. Prime Now launched in London in June 2015, and has expanded to reach more than 30% of the UK population. Prime Now is now available in selected postcodes in London, Hertfordshire, Surrey, Birmingham, Newcastle, Manchester, Leeds, Liverpool, Portsmouth, South Yorkshire and Glasgow.

'Morrisons at Amazon' via the Prime Now app is another way for customers to access Morrisons product selection, in addition to a range of items available already on Prime Now, Amazon Pantry and AmazonFresh. Amazon.co.uk has offered food and drink items for many years, having launched its Grocery Store in 2010.

Prime members across the UK now 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.

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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### 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).