



## Customers save millions of pounds in the first week of Amazon.co.uk's Black Friday Sale with thousands more deals on the way this week

November 21, 2016

*Hundreds of deals on must have gifts sell out with thousands more still to come - today's Black Friday deals include Dower & Hall Jewellery, Kenwood Homewares, Sony PlayStation 4 Bundles and Game of Thrones DVD Bundles*

*£30 off Kindle Paperwhite makes Amazon's most popular Kindle E-reader available for just £79.99*

*Over 1,000 Amazon Marketplace sellers taking part in The Black Friday Sale, offering expanded gift-giving selection to customers*

**London, 21st November 2016** – One week in and customers have already saved millions of pounds during The Black Friday Sale on everything from consumer electronics and home accessories, to fashion, jewellery and toys. Since the deals began at 00:01 on Monday 14th November 2016, the bestselling offers on Amazon.co.uk have included Sony Bravia 4K HDR Ultra HD TVs, Vans shoes and bags, Joseph and Joseph kitchenware and Bang & Olufsen headphones, with some deals selling out in seconds.

Customers can still get an early start on their Christmas shopping and take advantage of thousands of great deals, available as often as every five minutes until 23:59 on Friday 25th November. Top deals running from today include £30 off Kindle Paperwhite, making Amazon's most popular Kindle E-reader available for just £79.99.

There are also thousands of 'Lightning Deals' available - products available at a discount, in limited quantities, for a short period of time. Amazon Prime members, including customers enjoying a free Amazon Prime 30-day trial, have an exclusive 30-minute early access period to all Lightning Deals.

This year, more than a thousand Amazon Marketplace sellers are participating in The Black Friday Sale. Products including The Lifestyle Hunter's Pearl Drop Earrings, The Body Source's Pro Breeze Ultrasonic Aroma Diffuser and Yankee Candle's fragrant jar candles have all been included in deals, with thousands more Marketplace seller deals to come this week.

From big-ticket items to stocking fillers, current Amazon.co.uk prices are being cut, saving customers millions of pounds on popular Christmas presents including:

PRODUCT	CURRENT AMAZON.CO.UK PRICE	THE BLACK FRIDAY SALE PRICE	SAVING
Kindle Paperwhite	£109.99	£79.99	£30.00
Sony PlayStation 4 1TB Console with LEGO Star Wars: The Force Awakens Game + Blu-Ray Movie	£309.99	£249.99	£60.00
Sony PlayStation 4 1TB Gamer Pack Bundle (Uncharted 4, The Last of Us, DriveClub)	£329.99	£249.99	£80.00
Insta360 Nano Compact Mini Panoramic Camera (3K HD Video)	£199.00	£158.39	£40.61
Game of Thrones The Complete Seasons 1-6 DVD and Cluedo Bundle	£93.96	£69.99	£23.97
Star Trek: The Next Generation - Season 1-7 Blu-ray	£54.99	£43.99	£11.00
Kenwood kMix Stand Mixer, 5L, Red	£318.65	£199.99	£118.66

Axis Digital AXK1 Digital Drum Kit £224.00		£149.99	£74.01
Xootz Kids' Pinstripe Complete Longboard Skateboard, 40 inch, Orange	£43.02	£27.99	£15.03
The World of David Walliams: Mega Box book set by David Walliams	£27.26	£18.00	£9.26
Care Bears Funshine Sing-a-Long Plush Toy	£32.53	£20.79	£11.74
Puma Men's Suede S Low-Top Trainer	£38.98	£24.99	£13.99
Burt's Bees Nature's Best Gift Set plus Beeswax Bauble (Amazon Exclusive)	£28.24	£18.99	£9.25
Millie Marotta's Wild Savannah Deluxe Edition Colouring Book by Millie Marotta	£15.49	£5.00	£10.49
Dower & Hall Cherish Sterling Silver Composable Locket on Belcher Chain with Treasures	£316.00	£190.00	£126.00
Johnnie Walker Platinum Label Blended Scotch Whisky, 70 cl	£65.37	£48.99	£16.38

"Customers tell us they love The Black Friday Sale because it gives them more time to get a head start on their Christmas shopping," said Doug Gurr, UK Country Manager, Amazon. "We'll have thousands more deals this week and millions of pounds in savings from big name brands, as well as Marketplace businesses who are providing exciting new products to our customers."

Gayle Hunter, Founder of the Lifestyle Hunter and one of more than a thousand Marketplace sellers involved in The Black Friday Sale, said, "We have already had one successful Black Friday deal this week, and can't wait for more of our Black Friday deals to go live. As one of over a thousand small businesses benefiting from being part of Amazon's Black Friday Sale we have the chance to grow our sales by reaching millions of customers during the busiest time of the year."

Selected deals are also available through Prime Now, Amazon's app that offers ultra-fast delivery to Prime customers. These offers will be available for Prime members in eligible addresses covering more than 30% of the UK population. Prime Now provides an ideal selection of gifts, gadgets and Christmas treats which can be delivered in under 60 minutes for £6.99 or in a two-hour delivery window of your choice at no extra cost.

Black Friday, which falls on Friday 25th November this year, has become the biggest shopping day in the UK shopping calendar. Last year, more than 7.4 million items were sold on Black Friday (Friday 27th November 2015), at a rate of 86 items per second.

Amazon has been investing heavily in its UK infrastructure throughout 2016 to be ready for what is expected to be its biggest Christmas on record. Amazon is on track to create 3,500 permanent full time jobs in the UK this year across its Head Offices, three Development Centres, Fulfilment Centres and Customer Service Centre. Amazon opened two new Fulfilment Centres this year, in Manchester and Coalville. The sites have created over 1,500 new permanent jobs from operations managers to engineers, HR and IT roles to teams handling customer orders. Amazon has invested more than £4.6 billion in the UK economy to build and run its UK business since 2010.

#### **To find out more about Black Friday:**

Visit [www.amazon.co.uk/blackfriday](http://www.amazon.co.uk/blackfriday)

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Tens of millions of Prime members around the world enjoy the many benefits of Prime. In the UK that includes unlimited One-Day Delivery on millions of items across all categories, unlimited Same-Day Delivery on more than a million items in London, Surrey, Berkshire, Birmingham, Bristol, Milton Keynes, Glasgow, and Edinburgh. Prime members can also 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 with Prime Now on tens of thousands of items available through the Prime Now app in London, Birmingham, Newcastle, Manchester, Leeds, Liverpool and Portsmouth. [www.amazon.co.uk/primenow](http://www.amazon.co.uk/primenow)

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.  
Prime is available for a monthly membership of £7.99/month, or a best value annual membership of just £79/year. Amazon customers who are not already Prime members can sign up for Prime or start a 30-day free trial of Amazon Prime by visiting [www.amazon.co.uk/prime](http://www.amazon.co.uk/prime).

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