



## Introducing Prime Reading - The Newest Benefit for Prime Members

May 18, 2017

*Prime members are now able to read as much as they like from a rotating selection of over a thousand top Kindle books, magazines, short works, comics, children's books, and more— all at no additional cost*

*Enjoy best-selling Kindle books including Man Booker Prize shortlisted *The Fishermen*, Harry Potter and the *Philosopher's Stone*, *Slaughterhouse-Five*, *Holy Island*, Karl Pilkington's *The Moaning of Life* and *The Devil's Work*; comics such as *Star Wars* and *Guardians of the Galaxy*; short-form content including *Kindle Singles* by Susan Hill and Howard Jacobson and classic works from authors such as Gloria Steinem*

*Explore a rotating selection of top digital magazines like *Good Housekeeping*, *Time Magazine*, *OK! Magazine*, *National Geographic*, *Empire*, *Vogue*, *Men's Health*, and *Wired**

*Enjoy Prime Reading on any device with the free Kindle app for iPhone, iPad, Android phones and tablets, PC and Mac, and on Kindle e-readers and Fire Tablets*

**Luxembourg—18th May 2017**—Amazon today introduced Prime Reading, a new reading benefit for UK Prime members. Prime members can now enjoy unlimited reading from a rotating selection of books, magazines, comics and more – at no additional cost. Prime Reading joins the growing list of benefits for Prime members including unlimited One-Day Delivery, Prime Video, Prime Music, Prime Live Events, Prime Photos, early access to Lightning Deals and more.

Members can start reading now by downloading the Kindle app for iOS and Android or using any Kindle or Fire tablet. To learn more about Prime Reading or start a 30 day free trial of Prime, please visit [www.amazon.co.uk/primereading](http://www.amazon.co.uk/primereading).

Prime Reading features include:

- Over a thousand popular books: Enjoy a diverse and rotating selection of titles including fiction such as *The Angels of Lovely Lane*, *Stranger Child* and Robert Ludlum's *The Bourne Enigma*, business guides including *How To Be A Productivity Ninja* and *Choose Yourself!*, books from the *Introducing* series and titles from best-selling authors such as Man Booker Prize shortlisted Graeme Macrae Burnet, Annabel Karmel, Mark Edwards, Michael Lewis, Jeanette Winterson, Stephen Covey and more.
- Popular Magazines: Stay on top of current trends with a rotating selection of recent, full issues of top magazines such as *Glamour*, *The Week*, *Chat*, *Yours*, *Red*, *BBC Gardeners' World*, *Psychologies* and *Stuff*.
- Exclusive short content: Read *Kindle Singles Classics* – classic short-form reads by the world's top writers – and *Kindle Singles* – short stories, memoirs and essays from a variety of top writers.
- Popular Kindle features: Enjoy all the great Kindle features customers love such as *Popular Highlights*, *X-Ray*, *Page Flip* and customer reviews.
- Available on any device: Access across Kindle devices, Amazon Fire tablets and free Kindle reading apps for iPhone, iPad, Android tablets and phones, PC, and Mac.

"Amazon Prime just got even better with the addition of Prime Reading, giving customers unlimited access to over a thousand books, including bestsellers like *Harry Potter and the Philosopher's Stone*, magazines, and comics for no additional cost," said Alessio Santarelli, EU Kindle Content Director, Amazon. "Prime members will love the range of books now available to them on any device, with everything from psychological thrillers, to business books, the latest travel guides and bestselling fiction."

"Magazines tap into the passions of consumers, there's something for everyone, whether that's music, sport, wine, TV, craft or fashion," said Neil Robinson, Time Inc. UK Digital Director. "Adding our market leading magazines such as *Ideal Home* and *Woman's Weekly* to Prime Reading means we can now offer our engaged readers even more choice, better access to our content and the opportunity to discover even more magazines from a range of different interests."

Prime Reading is the latest in the growing set of reading benefits for Prime members, which also includes *Kindle First* and the *Kindle Owners' Lending Library*. Prime members in the UK can start reading with Prime Reading on any device today by visiting [www.amazon.co.uk/primereading](http://www.amazon.co.uk/primereading). Eligible customers who are not already Prime members can try Prime Reading with a 30-day free trial of Amazon Prime by visiting [www.amazon.co.uk/prime](http://www.amazon.co.uk/prime). Readers wanting even more can enjoy unlimited reading from over one million books, magazines, and audiobooks by starting a 30-day free trial of *Kindle Unlimited*.

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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.co.uk/about](http://www.amazon.co.uk/about).

### **About Amazon Prime in the UK**

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, Manchester, Liverpool, Leeds, Milton Keynes, Glasgow, and Edinburgh. With [Prime Now](#), 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 between 8am and 10pm across more than 30% of the UK population in selected postcodes in Birmingham, Glasgow, Hertfordshire, Manchester, Newcastle, Leeds, Liverpool, London, Portsmouth, Surrey and South Yorkshire.

In addition to unlimited fast delivery, Prime members have access to unlimited streaming of tens of thousands of movies and TV episodes with Prime Video; more than two million songs and hundreds of curated playlists and stations with Prime Music; exclusive access to purchase tickets for Prime Live Events with major artists, luxury Amazon lounges, Premium Seating and Pre-Sales for music concerts and entertainment shows across the UK available on Amazon Tickets; early access to select Lightning Deals all year long and unlimited secure photo storage with Prime Photos.

Prime members in select postcodes in London can now also enjoy [Amazon Restaurants](#) delivery service with food from hand-picked quality local restaurants available via the Prime Now app and through [www.amazon.co.uk](http://www.amazon.co.uk) alongside fast and flexible delivery of their full weekly grocery shop from [AmazonFresh](#).

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).