



The Mayday Button Now Available in the UK

The Mayday button on the new Kindle Fire HDX brings your own personal tech advisor directly to your sofa or desk

Free, 24/7, 365 days a year

Luxembourg — 16 October — Amazon today announced that the Mayday button — which extends Amazon’s world-class customer service to live, on-device tech support — is now available in the UK. The Mayday button is available exclusively on the new Kindle Fire HDX tablets, available for pre-order at: www.amazon.co.uk/hdx.

“With the Mayday button, our goal is to revolutionize tech support,” said Jeff Bezos, Amazon.com Founder and CEO. “With a single tap, an Amazon expert will appear on your Fire HDX and can co-pilot you through any feature by drawing on your screen, walking you through how to do something yourself, or doing it for you — whatever works best. Mayday is available 24/7, 365 days a year, and it’s free. See it for yourself — preview our upcoming TV adverts: www.amazon.com/maydaytv.”

Details of the Mayday button:

- It’s free.
- Available 24/7, 365 days a year.
- 15 seconds or less is the Mayday response time goal.
- You can see the tech advisor, they can’t see you.
- Simple and deeply integrated — the Mayday button lives in the Quick Settings menu, one tap away.

Some customers got a sneak peek — here’s what they had to say:

- “It’s so easy, you just press connect and boom you get hooked right up with a representative. I’ve never had a customer experience be so painless and so easy to do. I’ve never had an experience like this before. I wish all customer service experiences could be like that.” — *Travis*
- “With the agent on the video feed, it’s like having a teacher right in front of you. It makes a big difference.” — *Ron*
- “That was smooth and comfortable rather than calling on the phone or typing something in. I really was impressed with how well that went. I remember setting up my first e-mail account and always having to call friends or tech support and it would take so much longer, where this was comfortable and directed me to the right place immediately.” — *Pete*
- “[This] is more personable...it is nice to see his face, for him to actually be there talking to you one-on-one, it seems like you are getting personal treatment.” — *Rose*
- “I really hate when you have to talk to a computer for like 10 minutes before you get to a human being. So the fact that you just click and there’s a human being is much preferable.” — *Nicole*

- “The fact that he [Tech Advisor] can control the screen made the process very simple and I wasn't struggling to find what he was talking about. The one-on-one experience is very positive!” – *Tracy*

The Mayday button is available exclusively on the new Fire HDX tablets — read the press release: www.amazon.co.uk/pr.

About Amazon.co.uk

Amazon.co.uk opened its virtual doors in October 1998 and strives to be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online, and endeavours to offer its customers the lowest possible prices.

Amazon.co.uk and other sellers offer millions of new, refurbished and used items in categories such as Baby, Books, Car & Motorbike, Clothing, DIY & Tools, DVD, Electronics & Photo, Grocery, Health & Beauty, Home & Garden, Jewellery, MP3, Music, Musical Instruments & DJ, Office, PC, Pet Supplies, Shoes, Software, Sports & Leisure, Toys & Games, Video Games and Watches.

Kindle is the world's bestselling e-reader family and Kindle Paperwhite is our most advanced e-reader. It features new display technology with higher contrast, the next generation built-in light, a faster processor, the latest touch technology, and exclusive new features designed from the ground up for readers. Kindle, the lightest and smallest Kindle, features improved fonts and faster page turns. The new Kindle Fire HDX features a stunning exclusive 7" or 8.9" HDX display, a quad-core 2.2 GHz processor, 2x more memory, and 11 hours of battery life, as well as exclusive new features of Fire OS 3.0. The all-new Kindle Fire HD includes an HD display, high-performance processor and dual speakers at a breakthrough price.

Amazon Web Services provides Amazon's developer customers with access to in-the-cloud infrastructure services based on Amazon's own back-end technology platform, which developers can use to enable virtually any type of business.

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This announcement contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Actual results may differ significantly from management's expectations. These forward-looking statements involve risks and uncertainties that include, among others, risks related to competition, management of growth, new products, services and technologies, potential fluctuations in operating results, international expansion, outcomes of legal proceedings and claims, fulfillment center optimization, seasonality, commercial agreements, acquisitions and strategic transactions, foreign exchange rates, system interruption,

inventory, government regulation and taxation, payments and fraud. More information about factors that potentially could affect Amazon.com's financial results is included in Amazon.com's filings with the Securities and Exchange Commission, including its most recent Annual Report on Form 10-K and subsequent filings.

"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: Statements in this press release regarding Amazon.Co.UK Ltd's business which are not historical facts are "forward-looking statements" that involve risks and uncertainties. For a discussion of such risks and uncertainties, which could cause actual results to differ from those contained in the forward-looking statements, see "Risk Factors" in the Company's Annual Report or Form 10-K for the most recently ended fiscal year.

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