



## **1 Million Pixels for a Breakthrough Price — The New £119 Kindle Fire HD Now Available in the UK**

*New slimmer and lighter design, HD display, high-performance processor, dual speakers with Dolby Digital Plus audio, and Fire OS 3.0 “Mojito”*

*The perfect family tablet — new Kindle FreeTime revolutionises parental controls, giving parents a simple, engaging way to manage the way children use Kindle Fire — parents select content and set time limits by content type*

*Kindle Fire HD comes with access to the exclusive benefits of the Amazon ecosystem — Kindle Owners’ Lending Library, AutoRip, Worry-Free Archive, Whispersync, FreeTime and a vast selection of over 27 million films, TV shows, songs, apps, games, books, audiobooks and magazines*

Luxembourg — 16 October 2013 — Today, Amazon announced that the new £119 Kindle Fire HD is now available in the UK. Customers can pre-order starting today at [www.amazon.co.uk/fire-hd](http://www.amazon.co.uk/fire-hd).

“£119 now gets you a 1280x800 216 ppi HD display, a dual-core 1.5 GHz processor, Fire OS 3.0, dual speakers with Dolby audio, vast selection, Amazon-exclusive features such as Kindle FreeTime, and access to the exclusive benefits of the Amazon ecosystem, including Kindle Owners’ Lending Library, free storage of Amazon content in the Cloud, Whispersync, and more,” said Jeff Bezos, Amazon.com Founder and CEO. “We’re excited to offer customers this great hardware and service at a breakthrough price.”

Here’s what you get for £119:

- High-definition display with 1280x800 resolution and 216 pixels per inch, making films, TV shows, books and games vivid and detailed. 66% more pixels than the previous generation Kindle Fire.
- Powerful, dual-core 1.5 GHz processor, 60% faster than the previous generation Kindle Fire.
- Dual stereo speakers with Dolby Digital Plus audio — the standard in high-end audio.
- All-new slim design that matches the look and feel of the new Kindle Fire HDX.
- Fast downloads and web browsing with built-in dual-band Wi-Fi.
- Powered by the latest version of Fire OS — Fire OS 3.0 “Mojito” — with hundreds of new and upgraded features, platform updates and Amazon-exclusive services. New features include expanded X-Ray for films and TV, Quiet Time, Quick Switch, and more.
- Kindle FreeTime extends parental controls to give parents a simple, engaging way to manage the way children use Kindle Fire — parents select content and set time limits by content type. Coming later this year.
- Stay connected and productive with all-new e-mail, calendar and Silk web browser.
- Free, unlimited Cloud storage of all of your Amazon content, for downloading anytime, anywhere.
- Vast selection of content, including millions of films, TV shows, songs, apps, games, books, audiobooks and magazines:
  - o The most popular apps and games, including Facebook, Skype, LinkedIn, Evernote, Spotify, Angry Birds Star Wars II, Despicable Me: Minion Rush, Subway Surfers, and ‘Kingdoms of Camelot: Battle for the North’.

- Thousands of films and TV shows with LOVEFiLM, Europe’s leading film subscription service.
- Millions of songs — stream, download and store purchases for free in the Cloud for accessing anytime, anywhere.
- Millions of books, with the largest number of bestsellers, and over 800,000 books priced at £3.99 or less. Amazon Prime members can choose from over 400,000 titles, including all seven Harry Potter books, to borrow for free as part of Kindle Owners' Lending Library, as frequently as a book a month with no waiting and no due dates.
- Over 600 newspapers and magazines including Telegraph, Mail Plus, Glamour, OK!, HELLO!, Marie Claire, Top Gear Magazine, Vogue, GQ, What’s on TV and Woman.
- Over 100,000 audiobook titles available – including *Inferno*, by Dan Brown. Download any audiobook for free with a 30-day trial at Audible.co.uk.

The new Origami covers feature an innovative design that allows you to stand Fire HD in both portrait and landscape mode.

In addition to the new Kindle Fire HD, Amazon also announced today that the new Kindle Fire HDX tablets are coming to the UK — to learn more about these new tablets and many of the features listed above, visit [www.amazon.co.uk/pr](http://www.amazon.co.uk/pr) to learn more.

The new Kindle Fire HD is available for pre-order starting today and will begin shipping on October 24<sup>th</sup>. Visit [www.amazon.co.uk/fire-hd](http://www.amazon.co.uk/fire-hd) to learn more.

### **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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