

# Amazon Launches Textbook Rental

August 7, 2012



SEATTLE ([rushPRnews](#))

08/07/12 — Print textbook rental program can help students save up to 70%

-- (NASDAQ:AMZN)

—Amazon.com, Inc. today announced the launch of [Amazon Textbook Rental](#). Now college students can choose from

thousands of textbooks to rent for the semester and save up to 70%. To rent a textbook, simply search Amazon.com for the book, select “Rent Now,” choose shipping and payment options, and check out. All textbook rentals are Fulfilled by Amazon and are eligible for Free Super Saver Shipping on orders over \$25, and Prime Free Two-Day Shipping. At the end of the rental period, returns are free and simple with a prepaid, printable label.

“College is expensive, and students are always looking for ways to save money on textbooks, which is why we’ve long offered great prices on both new and used textbooks,” said Ripley MacDonald, Director of Textbooks at Amazon.com. “With Textbook Rental, Amazon gives students yet another great option for saving money – it’s now easier than ever for students to get the books they need, in the format they want, at affordable prices. So no matter if a student wants to buy or rent their textbooks, Amazon can be their one-stop shop.”

Textbook rentals and millions of other items including books, backpacks, electronics, video games, the latest fashion in clothing and shoes, and other college essentials are eligible for Free Two-Day Shipping with an Amazon Prime membership. By signing up for Amazon Student, a free membership program exclusively for college students, students can get six months of Free Two-Day Shipping on millions of items, plus exclusive offers, and then up to four years of Amazon Prime at 50% off. Students can learn more by visiting [www.amazon.com/joinstudent](http://www.amazon.com/joinstudent).

For more information about Amazon Textbook Rental visit [www.amazon.com/textbooks](http://www.amazon.com/textbooks).

## **About Amazon.com**

Amazon.com, Inc. (NASDAQ:AMZN), a Fortune 500 company based in Seattle, opened on the World Wide Web in July 1995 and today offers Earth's Biggest Selection. Amazon.com, Inc. seeks to be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online, and endeavors to offer its customers the lowest possible prices. Amazon.com and other sellers offer millions of unique new, refurbished and used items in categories such as Books; Movies, Music & Games; Digital Downloads; Electronics & Computers; Home & Garden; Toys, Kids & Baby; Grocery; Apparel, Shoes & Jewelry; Health & Beauty; Sports & Outdoors; and Tools, Auto & Industrial. 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. The new latest generation Kindle is the lightest, most compact Kindle ever and features the same 6-inch, most advanced electronic ink display that reads like real paper even in bright sunlight. Kindle Touch is a new addition to the Kindle family with an easy-to-use touch screen that makes it easier than ever to turn pages, search, shop, and take notes – still with all the benefits of the most advanced electronic ink display. Kindle Touch 3G is the top of the line e-reader and offers the same new design and features of Kindle Touch, with the unparalleled added convenience of free 3G. Kindle Fire is the Kindle for movies, TV shows, music, books, magazines, apps, games and web browsing with all the content, free storage in the Amazon Cloud, Whispersync, Amazon Silk (Amazon's new revolutionary cloud-accelerated web browser), vibrant color touch screen, and powerful dual-core processor.

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## **Forward-Looking Statements**

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](http://Amazon.com)'s financial results is included in [Amazon.com](http://Amazon.com)'s filings with the Securities and Exchange Commission, including its most recent Annual Report on Form 10-K and subsequent filings.

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Source: Amazon.com, Inc.

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