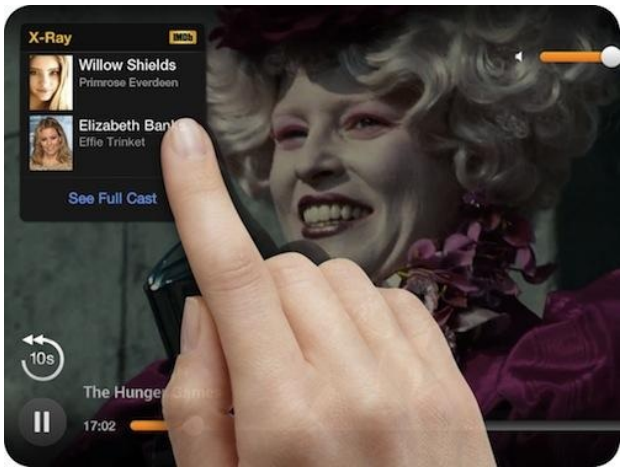
Introducing “X-Ray for Movies,” Powered by IMDb and Available Exclusively on the All-New Kindle Fire Family

September 7, 2012



x-ray for movies

SEATTLE- (RPRN) 09/07/12 — For the first time ever, customers can see the names and filmographies of the actors in a scene simply by tapping on the screen

The classic movie questions — “Who’s that guy?” and “What’s he been in?” — are answered instantly with a tap

- (NASDAQ: AMZN)—Amazon and IMDb today introduced “X-Ray for Movies,” a new feature that revolutionizes the movie experience by bringing the power of IMDb directly to movies on Kindle Fire HD, accessible with a simple tap. Without ever leaving the movie, customers can look up any actor in the scene or movie, see what other movies they have been in, and view photos, biographies and more. X-Ray is offered only by Amazon and is exclusive to the Amazon ecosystem. IMDb, an Amazon company for 14 years, is the #1 movie website in the world with more than 160 million monthly unique visitors worldwide.

“X-Ray for Movies revolutionizes the way we watch movies, offering an immediate and easy way to know ‘Who’s that guy?’ and ‘What’s he been in?’,” said Col Needham, IMDb’s founder and CEO. “This is the culmination of everything we’ve been working on for over 20 years and is the result of a combination of sophisticated technology and old-fashioned hard work. Backed by the millions of pieces of data in IMDb’s catalog, X-Ray will change the way you watch, discover and enjoy movies — movie lovers will have to see it to believe it.”

Didn’t realize that the actress playing Katniss Everdeen also starred in Winter’s Bone, a movie you’ve been meaning to watch? With X-Ray for Movies, Kindle Fire owners can simply tap to see other movies that include the actors on-screen, another tap adds it to their Watchlist — all without ever leaving their current movie. X-Ray is powered by the over 100 million data items in IMDb’s searchable database, including photos, bios, filmographies and other contextual information that has been accumulated over the past 20 years.

Customers can learn more about X-Ray for Movies at www.imdb.com/x-ray, and can experience X-Ray for themselves by ordering one of the new Kindle Fire devices from www.amazon.com/kindlefirehd.

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About IMDb

IMDb is the world’s most popular and authoritative source for movie, TV and celebrity content. The IMDb consumer site (www.imdb.com) is the #1 movie website in the world with a combined web and mobile audience of more than 160 million unique monthly visitors. IMDb offers a searchable database of more than 100 million data items including more than 2 million movies, TV and entertainment programs and more than 4 million cast and crew members. Consumers rely on the information IMDb provides — including showtimes, trailers, critic and user reviews, personalized recommendations, photo galleries, entertainment news, quotes, trivia, box-office data, editorial feature sections and a universal Watchlist -- when making viewing decisions. IMDb’s portfolio of leading entertainment apps

includes its popular “Movies & TV” app for iPhone, iPad, Kindle Fire, Android phones, Android tablets, Windows Phone and its mobile-optimized website. To date, there have been more than 40 million downloads of IMDb’s mobile apps worldwide. To learn more, go to: (http://www.imdb.com/apps/). IMDb Pro (http://www.imdbpro.com) is a subscription version of IMDb designed exclusively for professionals who work in the entertainment industry. IMDb Pro provides contact information, in production listings for film and television projects and exclusive STARmeter rankings that are determined by user searches on IMDb. Additionally, IMDb owns and operates Withoutabox (http://www.withoutabox.com), a marketplace for film festivals and filmmakers, and Box Office Mojo (http://www.boxofficemojo.com), the leading online box-office reporting service. IMDb.com is operated by IMDb.com, Inc., a wholly owned subsidiary of Amazon.com, Inc. (NASDAQ:AMZN) (http://www.amazon.com). To learn more, go to: http://www.imdb.com/press.

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'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.

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