



Amazon Expands X-Ray to TV, Powered by IMDb and Available on the Kindle Fire Family

Popular X-Ray feature expands to include the top TV shows on Amazon, helping to answer the classic questions – “Who’s That Guy?” and “What’s He Been In?”

SEATTLE--(BUSINESS WIRE)--Mar. 27, 2013-- (NASDAQ: AMZN)—Six months ago, Amazon and IMDb introduced “X-Ray for Movies,” a new feature that revolutionized the movie viewing experience by bringing the power of IMDb directly to movies on Kindle Fire HD. With a single tap viewers can discover the names of the actors appearing on the screen and what they’ve been in. Today, Amazon announced that it is expanding X-Ray to TV, bringing the seamless, fully-integrated X-Ray experience to TV shows. Available today for the most popular TV shows on Amazon, X-Ray will quickly expand to even more shows. IMDb, an Amazon company for 14 years, is the world’s most popular and authoritative source for movie, TV and celebrity content, with more than 160 million monthly unique visitors worldwide. X-Ray for TV is also available as part of the free Amazon Instant Video app on Wii U.

“X-Ray has been one of the most loved features on Kindle Fire HD since it launched last September,” said Peter Larsen, Vice President, Amazon Kindle. “For people who are passionate about movies and TV, there is no better way to watch than on Kindle Fire HD, which combines an exceptional viewing experience with the unbelievable power of the over 100 million pieces of data in IMDb’s catalog.”

“For over 20 years we have been cultivating a vast database of movie, TV and celebrity content,” said Col Needham, IMDb Founder and CEO. “Can’t remember where you’ve seen the actor playing Lord Grantham in Downton Abbey? No problem. Simply tap on the screen and you’ll see a full filmography, where you’ll realize that Hugh Bonneville was also in Notting Hill. Our vision is to make X-Ray available on every movie and TV show—we’re excited to make another big step forward today, and we are working hard to add X-Ray to more TV shows and movies in the future.”

X-Ray for TV is available starting today on the most popular TV shows from Amazon Instant Video, many of which are also available as part of Prime Instant Video: Justified, Downton Abbey, The West Wing, Sons of Anarchy, Falling Skies, American Horror Story, Grey’s Anatomy, Doctor Who, The Walking Dead, Lost, Glee, Breaking Bad and Game of Thrones.

Amazon Instant Video offers customers the ability to rent, purchase or subscribe to a huge catalog of videos. Customers can choose from more than 150,000 titles to purchase or rent and content ranges from new release movies to classic favorites, major television shows, entire seasons, or even day after air TV. Prime Instant Video is Amazon’s video subscription offer—it includes more than 38,000 movies and TV episodes selected from the full assortment available at Amazon Instant Video. This subscription offer allows US Prime customers to stream as many titles from Prime Instant Video as they like, at no additional cost.

Customers can learn more about X-Ray at www.imdb.com/x-ray, and can experience X-Ray for themselves on the latest generation Kindle Fire or Kindle Fire HD or with the Amazon Instant Video app on Wii U.

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 130 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 50 million downloads of IMDb’s mobile apps worldwide. X-Ray for Movies (www.imdb.com/x-ray) a feature that revolutionizes the movie-watching experience by bringing the power of IMDb directly to movies on Kindle Fire HD, launched in September 2012. 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>.

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. Kindle Paperwhite is the most-advanced e-reader ever constructed with 62% more pixels and 25% increased contrast, a patented built-in front light for reading in all lighting conditions, extra-long battery life, and a thin and light design. The new latest generation Kindle, the lightest and smallest Kindle, now features new, improved fonts and faster page turns. Kindle Fire HD features a stunning custom high-definition display, exclusive Dolby audio with dual stereo speakers, high-end, laptop-grade Wi-Fi with dual-band support, dual-antennas and MIMO for faster streaming and downloads, enough storage for HD content, and the latest generation processor and graphics engine—and it is available in two display sizes—7" and 8.9". The large-screen Kindle Fire HD is also available with 4G wireless, and comes with a groundbreaking \$49.99 introductory 4G LTE data package. The all-new Kindle Fire features a 20% faster processor, 40% faster performance, twice the memory, and longer battery life.

Amazon and its affiliates operate websites, including www.amazon.com, www.amazon.co.uk, www.amazon.de, www.amazon.co.jp, www.amazon.fr, www.amazon.ca, www.amazon.cn, www.amazon.it, www.amazon.es and www.amazon.com.br. As used herein, "Amazon.com," "we," "our" and similar terms include Amazon.com, Inc., and its subsidiaries, unless the context indicates otherwise.

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 and data 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.

Source: Amazon.com, Inc.

Amazon.com, Inc.

Media Hotline, 206-266-7180

<http://www.amazon.com/pr>