



IMDb App for iPad Now Available on App Store

Use iPad to access movie and television information along with high-resolution video through the web's largest entertainment database

SEATTLE, WA.-- April 3, 2010--IMDb.com, Inc. (www.imdb.com), the authoritative source of information on movies, TV and celebrities, and a subsidiary of Amazon.com, Inc., today announced its IMDb Movies & TV App for iPad is available on the App Store. The app gives customers mobile access to the most comprehensive movie and TV database on the web. Additionally, with the enhanced display of iPad, the app now offers users access to high-resolution video in addition to a variety of other features that have made it a leading app for iPhone and iPod touch.

"We are thrilled to bring IMDb to iPad, and we think customers will enjoy the ease with which they can access IMDb information," said Col Needham, IMDb founder and CEO. "From watching an HD movie trailer on the go, to finding out more about a favorite actor or director, the IMDb Movies & TV App for iPad will be the premiere app for discovering all movie and TV information. "

The IMDb Movies & TV App for iPad lets customers access more than 1.5 million movie and TV titles with information on 3.2 million celebrities, actors, actresses, directors and crew members. With the app users can also:

- Watch high-definition trailers
- Find localized U.S. movie showtimes
- Browse enhanced photo galleries
- Get localized U.S. TV listings
- Find and shop for the latest DVD and Blu-ray releases
- Explore popular charts such as "Best Picture Winners," "Popular TV," and "Born Today," a list of celebrity birthdays.

IMDb Movies & TV App for iPad is available for free from the App Store on iPad or at www.itunes.com/appstore/

About IMDb.com

IMDb (www.imdb.com) is one of the most popular online entertainment destinations, with over 57 million unique visitors each month. IMDb offers a searchable database of over 1.5 million movies, TV and entertainment programs and over 3.2 million cast and crew members, making it the Web's most comprehensive and authoritative source of information on movies, TV and celebrities. IMDb features include cast lists, photographs, quotes, trivia, reviews, box-office data, celebrity biographies, coverage of film festivals and major events, and the ability for users to watch trailers, clips and thousands of full-length TV episodes and movies for free. IMDb also offers IMDbPro (www.imdbpro.com), a site designed specifically for entertainment industry professionals, and IMDb Resume (www.imdbresume.com), a service that enables actors and crew members to promote themselves directly to IMDb's audience of movie lovers and movie professionals. Subscribers to IMDbPro now also get all of the benefits of Resume as well. IMDb.com is operated by IMDb.com, Inc, a wholly-owned subsidiary of Amazon.com, Inc. (NASDAQ:AMZN) (www.amazon.com).

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.

CONTACT:



IMDb.com

Media Hotline, 206-266-7180