



20 A-LIST ACTORS, WRITERS, DIRECTORS AND PRODUCERS COUNT DOWN TO 20 YEARS OF IMDb

IMDb's 20th Anniversary Celebration Features Kevin Spacey, Will Ferrell, Josh Brolin, Susan Sarandon, Tim Roth, Blake Lively, Oliver Stone and many more

SEATTLE – September 28, 2010—IMDb.com, Inc. (www.imdb.com), the authoritative source of information on movies, TV and celebrities, and part of the Amazon.com, Inc. group of companies, today announced and launched IMDb20, the company's 20-year anniversary campaign. Beginning today, IMDb will treat fans to an original video interview with a different A-list artist each day, culminating on Oct. 17, 2010, (the date of IMDb's 20th anniversary). The goal of the online countdown and companion editorial section is to celebrate the films of the past 20 years.

"We are humbled by the fan and industry support we have received over the past 20 years," said Col Needham, IMDb's founder and CEO. "With our first-ever foray into original video content, we're celebrating our collective love of film and bringing fans even closer to their favorite artists."

"IMDb saved me an insane amount of time in my life," said director Kevin Smith. "I think of every fight I ever got in with somebody who just didn't have a crucial piece of movie information at their fingertips. I said one thing. They said another. Loggerheads. Relationships destroyed. IMDb comes along and just immediately solves that. It's an insanely useful tool. I hit it everyday. It's my homepage. Because that's my stock-in-trade. That's my currency. What I speak is movies."

"I go to IMDb more than you should," said Danny DeVito. "I go at least a couple of times a day. Sometimes many more than that. It's because of the things I talk about with folks. I'm always dealing with actors, movies and what not. And I want to find out things about people and projects. It's my go-to place to find out all kinds of information."

Original Celebrity Content and Online Countdown

Participating celebrities sat down for an exclusive video interview with IMDb in which they discussed personal topics pertaining to film, including: Favorite films, performances and lines of movie dialogue; who makes them starstruck; roles they would have liked to play; and much more.

Each day, an exclusive celebrity interview will premiere on IMDb's homepage and at www.imdb.com/20

User-Generated List-Making Tool & Special Editorial Section

Fans can tune in each day at www.imdb.com/20 to watch the IMDb Star of the Day video interview. Users will be invited to create their own Top 20 film lists via IMDb's just-launched list-making tool. Fans can also conveniently share lists and the original celebrity video interview of the day on a variety of social networks.

IMDb's expert editorial team has created a year-by-year retrospective featuring the following for each year that IMDb has been in operation: Box Office Returns; The Year in Movies; Trivia; Trailers, Top 20 Lists, Photo Galleries; Editorial Lists; Notable and Influential Films; Award-Winners; The Year in IMDb History; and In Memoriam.

To discover and share exclusive IMDb20 content and watch today's Star of the Day interview, go to: www.imdb.com/20

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:

Emily Glassman, IMDb, 206-266-8077, press@imdb.com