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## News Release

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### Introducing Amazon Appstore for Android

*Customers Can Try Apps Before They Buy with New Test Drive Feature*

*Angry Birds Rio for Android Available Exclusively in the Amazon Appstore--Free for a Limited Time*

SEATTLE, Mar 22, 2011 (BUSINESS WIRE) -- Amazon.com, Inc. (NASDAQ:AMZN) today announced the launch of the Amazon Appstore for Android at [www.amazon.com/appstore](http://www.amazon.com/appstore). Customers can now find, discover - test! - and buy Android apps using the convenient shopping experience that Amazon customers know and love. An innovative new feature called "Test Drive" will enable customers to test apps on a simulated Android phone. Customers control the app through their computer using a mouse.

"Test Drive lets customers truly experience an app before they commit to buying. It is a unique, new way to shop for apps," says Paul Ryder, vice president of electronics for Amazon.com. "Our customers have told us that the sheer number of apps available can make it hard to find apps that are high quality and relevant to them. We've spent years developing innovative features that help customers discover relevant products. By applying these features - plus new ones like Test Drive - we're aiming to give customers a refreshing app shopping experience."

In addition, the highly anticipated Angry Birds Rio for Android debuts today, exclusively in the Amazon Appstore. For a limited time, customers have the opportunity to download it for free. In fact, the Amazon Appstore will offer customers a paid app for free every day.

Customers can shop in the Amazon Appstore from any computer using a Web browser. They can also access the Amazon Appstore directly on their Android phones or tablets, once they've installed the Amazon Appstore application. When customers purchase an Android app from the Amazon Appstore they can use the app on any of their Android devices.

The Amazon Appstore will include popular Amazon features like personalized recommendations, customer reviews, and 1-Click payment options. There will also be detailed product descriptions, including screenshots and video content that shows apps in action. In order to ensure customers have the best possible experience with the apps they purchase, all apps are Amazon-tested before they're made available in the Amazon Appstore.

For the first time ever on the Android platform, ad-free versions of Angry Birds and Angry Birds Seasons will launch today exclusively in the Amazon Appstore. The Amazon Appstore also features a selection of bestselling and new apps from top developers, including [Pac-Man](#), [Doodle Jump Deluxe](#), [Evernote](#), [WeatherBug Elite](#), [Zagat to Go](#), [TweetCaster Pro](#) and more.

"The Android platform's openness provides a great opportunity to reach new customers," said Mikael Hed, CEO of Rovio, the maker of Angry Birds. "We are thrilled to offer the Angry Birds suite of Android games using the easy and trusted shopping experience that Amazon is known for."

Developed in conjunction with Twentieth Century Fox, Angry Birds Rio features the animated stars of the studio's upcoming motion picture, *RIO*, debuting in theaters worldwide on April 15. Angry Birds Rio will launch with 60 dedicated levels, with more content to follow via app updates.

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Visit [www.amazon.com/appstore](http://www.amazon.com/appstore) today to get Angry Birds Rio for free and browse thousands of apps at great prices.

#### 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](http://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](http://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, Kindle 3G and Kindle DX are the revolutionary portable readers that wirelessly download books, magazines, newspapers, blogs and personal documents to a crisp, high-resolution electronic ink display that looks and reads like real paper. Kindle 3G and Kindle DX utilize the same 3G wireless technology as advanced cell phones, so users never need to hunt for a Wi-Fi hotspot. Kindle is the #1 bestselling product across the millions of items sold on Amazon.

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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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