

EXHIBIT 1



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Amazon's own Android app store now confirmed

October 8, 2010 | by [Lars Aronsson](#)

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A few weeks ago [a rumor started](#) that Amazon.com was going to build its own Android app store, just like [Verizon](#), and that rumor has now been confirmed to be true via a document Amazon sent out to potential developers. It's still unclear what the new Android exclusive application store will be called and when it will arrive, but Engadget suggests that Amazon will have its new digital endeavor ready for the holiday season.

Amazon — America's largest online retailer, will apparently require software to be run through a "App Packaging Tool" before it can be submitted to the store. According to Amazon, it will "ensure that the apps will install properly on customers' devices and... enable the digital rights management (DRM) policies outlined in the developer agreement." DRM is optional, and developers may freely decide whether to enable it or not. Developers can also submit demo videos that will be displayed next to their apps — a welcome feature that the Android Market currently does not have.

Amazon won't allow "offensive content" to be published in its store, and the company will have final say on the matter, thus leaving the door open for some iOS App Store censorship. What do you think about yet another app market for Android? Is it a nice addition that will benefit the Android ecosystem, or are multiple app stores just one more way of fragmenting the platform?



Amazon.com App Store Overview:

The Amazon.com app store will help customers find, discover, buy, download, and install Android mobile applications for smartphones and other connected devices. By contributing apps to the Amazon.com app store, you gain exposure to Amazon's large online traffic base and proven discovery and merchandising features.

Audience:

This guide is intended for developers who will be uploading their application to the Amazon.com app store.

Required Knowledge and Skills:

Uploading apps to the Amazon.com app store assumes you are familiar with the following:

- Creating screenshots in the PNG, TIFF, JPEG, or GIF format
- Eclipse for installing an Amazon App Packaging Tool

Application Submission and Approval Process Overview:

You've already taken the first steps towards listing your app in Amazon.com's app store – you joined the program. Now you need to prepare and upload your application files for review by Amazon.

The two phases to the submission process for your application are:

Phase 1 – what you will complete now: Prepare and submit the marketing and promotional information for your app to our FTP

Phase 2 – to be completed in a few weeks: Finalize your app using an Eclipse plug-in that we are creating, and submit the app to our FTP; we will send you an email notification with directions on how to finalize your app

This packet provides you with step-by-step instructions for preparing and submitting the marketing and promotional information for your app.

After you complete both phases in the submission process, and once Amazon tests and approves your app and verifies that we have all the information necessary to market your app effectively, your app will be eligible for inclusion in the store.

Preparing and submitting your marketing and promotional materials can be done in four simple steps. Let's dive in!

Via [\[Engadget\]](#)

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