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A9 Search

A9.com, Inc. researches and builds innovative technologies to improve search experience for e-commerce applications. A separately branded and operated subsidiary of Amazon.com Inc., A9.com opened its Palo Alto, California, doors in October 2003 and Bangalore office in August 2004. A9.com's technology powers search on Amazon.com and other web sites.

The A9 India team is primarily geared towards the advertisement market. As part of A9, we run the Sponsored Links program for Amazon.com. One can register to the sponsored links program by visiting www.clickriver.com. A lot of interesting and cool technologies have been built around this that includes

- A semi-automated way (automated + manual) of understanding the category of a website
- Statistical and semantic text mining algorithms to extract the concepts of a web page for several languages (English, Japanese, German)
- Building the Datawarehouse for the advertiser network
- Algorithms around click patterns and detection of invalid clicks for the sponsored link market
- Prediction model of the advertisement traffic based on historic data

The team in India is a good mix of product managers, analytics/statisticians, text miners, database/warehouse gurus, systems folks who work together to solve interesting problems in the sponsored link market. Clickriver saw its Open Beta launch on Nov. 1st, 2006.

The team also delivered the first version of Product News feature for Amazon.com in April 2005. This feature gets relevant news and reviews article for a given product from reputed sites

Amazon Web Services

Amazon has spent ten years and over \$1 billion developing a world-class technology and content platform that powers the Amazon web sites for millions of customers every day. Amazon.com told software developers, "Surprise Us!" by opening itself up through Web services in July 2002. Amazon Web Services (AWS) continues to identify and expose more atomic pieces of the Amazon technology platform and product data nearly every day thus providing a flexible set of foundational services that allow developers to build creative applications. Since 2002, developers have used Amazon Web Services to build innovative applications from Associate web sites and e-commerce tools to consumer applications. Recently, Amazon.com's founder and chief executive officer Jeffrey Bezos talked at Technology Review's Emerging Technology Conference about Amazon Web Services' emerging web services strategy. He also talked to Business Week about how **"Amazon is starting to rent out just about everything it uses to run its own business, from rack space in its 10 million square feet of warehouses worldwide to spare computing capacity on its thousands of servers, data storage on its disk drives, and even some of the millions of lines of software code it has written to coordinate all that."** You can access the presentation and read the Business Week article by visiting [AWS home](#).

AWS has launched multiple exciting services recently including [Amazon Mechanical Turk](#), [Amazon Elastic Compute Cloud](#) (or Amazon EC2) and [Amazon Simple Storage Service](#) (or Amazon S3). You can read more about these other exciting services by visiting [AWS home](#). The Amazon Development Center in India (Bangalore) is at the core of Amazon's effort to expose even more of its platform and data to help developers innovate and build businesses. The team is responsible for identification, definition, design, development, launch and operations for similar services aimed at exposing important atomic pieces of the Amazon platform. Creating reliable, scalable, and high-performing Web services for Amazon requires exceptional technical expertise in areas of Computer Science, such as algorithms and distributed systems, and experience building large-scale maintainable systems. Creating successful products requires strong leaders, product and program managers, platform quality assurance engineers and platform support engineers. We are looking for super-stars that can help us build maintainable systems and launch successful products.

Associates

Launched in 1996, Amazon Associates is Amazon.com's affiliate marketing program that includes hundreds of thousands of websites. Associates link to Amazon products and services from their websites, which adds compelling content for their visitors to enjoy and creates an additional revenue stream for their business. This revenue comes in the form of a referral fee that Amazon pays the Associate when a visitor to the Associate's site clicks on an Amazon product or service and completes the purchase on the Amazon retail site. Current participants in the Amazon Associates program include large, well-known sites, niche content sites and blogs, comparison shopping engines, search engine marketers, and everything in between. Amazon has Associates programs for Amazon.com, Amazon.ca, Amazon.co.uk, Amazon.co.jp, Amazon.de, and Amazon.fr.

Associates India Team operates as a complete product team, in a startup mode, which owns the entire lifecycle of the product from generating ideas, business case study, architecting the product, implementation and supporting it after it goes out live in the market. It gives a complete exposure on what it takes to build a product in a competitive web environment. All of our systems are highly scalable and available distributed systems over commodity hardware.

As with Amazon principle, our team is a super star team having good mixture of developers, quality engineers, product managers and project managers who are highly enthusiastic, geeky, business savvy and customer obsessive.

Recently India team recently launched [Omakase Product](#), which suggests Amazon products based on the context of the page, in DE, UK, JP and US Markets. India team is currently working on multiple other products in the very competitive affiliate marketing business.

Amazon.com invests more than \$200 million per year in technology and content, which is used to maintain and innovate on the customer experience.

What is it like to be at Amazon

"I joined Amazon India about 5 months back. The team & interaction levels are great; its easy to see how Amazon has remained at the top all these years, and it sure does feel great to know that what I do is contributing in some way to keep it there."

Devinder Singh

Technical Product & Program Manager,
Retail Systems

Risk Management

Amazon.com operates in a virtual, global eCommerce environment without boundaries, and operates a diverse set of businesses in seven countries, including Retail, third party marketplaces, eCommerce platforms and web services for developers. We are building a team of sophisticated statisticians and machine learning experts who will make a dramatic impact on Amazon through analytically driven decisions on high volume transaction data. Creating effective decision systems and products requires expertise in statistical modelling, data mining, operations research and computer science. Creating reliable, scalable scoring systems for a high performance customer such as Amazon requires exceptional technical expertise in areas of Computer Science, such as algorithms and distributed systems, and experience handling large volumes of data and building large-scale maintainable systems. We are looking for super-stars that can help us build successful products that will help deliver superior bottomline impact for Amazon.com

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