EXHIBIT 17

Try Prime

Shop Whole Foods with Alexa ▾

Deliver to
Visalia 93277

Today's Deals　　Your Amazon.com　　Gift Cards　　Help　　Whole Foods

EN ▾

Hello, Sign in
Account & Lists ▾　　Orders　　Try Prime ▾

0
Cart

○ alexa shopping

Home　　　　　How it works　　　　　Alexa on mobile　　　　　Echo & Alexa devices　　　　　Grocery

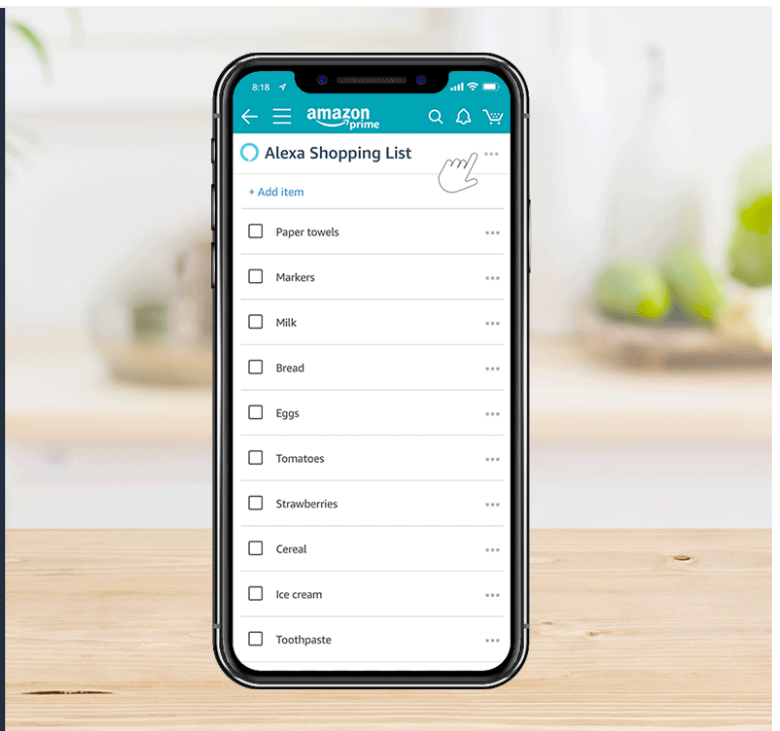# Grocery shopping made easy with Alexa

"Alexa, what are my Whole Foods deals?"

Don't forget it, list it.

Build your weekly grocery list with Alexa, then check off items in the Amazon app as you shop. Easily share them with your friends and family anytime, anywhere.

View your list

Alexa Shopping List

+ Add item

☐ Paper towels　　···
☐ Markers　　···
☐ Milk　　···
☐ Bread　　···
☐ Eggs　　···
☐ Tomatoes　　···
☐ Strawberries　　···
☐ Cereal　　···
☐ Ice cream　　···
☐ Toothpaste　　···

Organic Heirloom Tomatoes
Sunny Farms
$2.99/lb
Regular $4.99/lb
*Image for illustration purposes only.
Actual offer may differ.

Prime members save more

Shop and save with Alexa. Just ask "Alexa, what are my Whole Foods deals?" each week to discover the latest Prime member deals.

3 ways to shop

With Alexa, grocery shopping has never been easier. Family members can add items to their grocery cart at any time, and check out from your preferred store when ready.

WHOLE FOODS MARKET

"Alexa, add avocados to my Whole Foods cart."

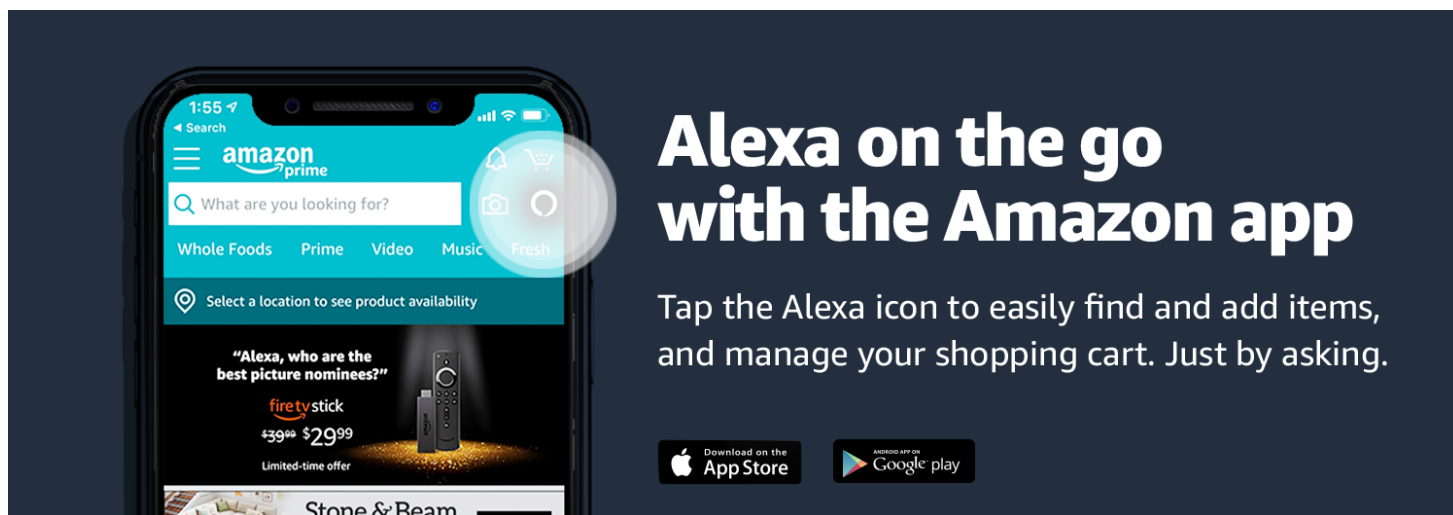Learn more about Whole Foods Market delivery (available in select cities).

amazonfresh

"Alexa, add eggs to my Fresh cart."

Learn more about Amazon Fresh delivery (available in select cities).

prime now

"Alexa, add milk to my Prime Now cart."

Learn more about Prime Now (available in select cities).

Alexa FAQs

There's a Whole Foods Market in my city. Can I voice shop for my groceries?
Just ask, "Alexa, shop Whole Foods" and she will let you know. To voice shop from Whole Foods Market, you need to be in an area where Whole Foods Market is available for Prime Now delivery and/or in-store pick-up. If it is not yet available in your area, you'll get an email when the Whole Foods service comes to your area. Voice shopping for Whole Foods Market is currently available on all Alexa-enabled devices including Echo, Dot, Tap, Show, Spot, and devices with Alexa Voice Service (AVS) such as the Sonos One and the Moto smart speaker.

Do I need Prime to shop Whole Foods Market with Alexa?
Yes. If you aren't a Prime member, you can use Alexa to add items to your Whole Foods Market cart. When you begin checkout via Prime Now, you'll be asked to sign up for a Prime trial or membership.

How do I request items from Whole Foods Market?
It's easy. Just ask, "Alexa, add [item] to my Whole Foods cart" for any grocery item. After the first item you add to your cart, Alexa will ask if you want to add anything else, making it easy for you to add several items to your Whole Foods Market cart.
If you forget to specify "Whole Foods," Alexa will consider where the item is available, your purchasing behavior, other customers' purchasing behavior, and add the item to your Whole Foods Market cart or your Amazon cart. If Alexa isn't sure whether you want the item from Whole Foods Market or Amazon, Alexa will ask. You can also check what's in your Whole Foods cart at any time by asking "Alexa, what's in my Whole Foods cart?"

How does Alexa decide which item to add and how can I change it?
If you've bought the item before, Alexa will select the same item you previously purchased. If you've bought a few different flavors or sizes, Alexa will add one of them and you can easily see the others and switch in the cart. If you haven't bought the item before, Alexa will pick the most popular item amongst customers. Sometimes Alexa will need a bit more information to pick an item, for example if you ask for "milk," she'll ask whether you prefer 2%, organic, etc. You can always switch the item that Alexa picked for a different one. Simply go to the Whole Foods Market cart in the Prime Now app or website. Tap the "switch item" button next to the item you want to change, to pick a different one. Sometimes Alexa doesn't have enough information to pick an item for you. When that happens, she'll put your request into your cart to help you remember you wanted to buy that item, with a search link next to it so you can easily find what you're looking for.

How do I learn more about Prime member savings?
All Prime shoppers can enjoy an extra 10% off select items and Prime member deals at Whole Foods Market. Learn more here.

If I'm a Fresh member, how do I shop for groceries from Whole Foods Market?
As a Fresh member, you can use Alexa to shop Whole Foods Market by saying "add [item] to my Whole Foods cart" and you can add Fresh items by saying "add [item] to my Fresh cart." When you ask for a grocery item without specifying which store you want it from, Alexa will add it to your Fresh cart. If she isn't sure whether you want an item from Amazon or from Fresh, she will ask.

How do I move items from my shopping list to my Whole Foods Market cart?
When you scroll to the bottom of your cart on Primenow.com or in the Prime Now app, you'll see items added to your shopping list along with a link to search for that item at Whole Foods Market. Click the link to see the search results, and select 'add to cart' for the item you've selected.

Troubleshooting

Some items I requested aren't in my cart.
Sometimes Alexa misunderstands your request for an item as a request to add it to your shopping list, or she doesn't find a result for the item requested and adds a search reminder link to your cart. To view your shopping list and reminders, scroll to the bottom of the list of items in your Whole Foods Market cart in Prime Now.

Alexa isn't picking the right amount for items I ask her to pick.
Alexa is still learning to understand quantities and weights. Review quantity and weight for items in your cart before you check out with Prime Now.

Alexa said she sent a link to my phone but I never received it.
Alexa doesn't know when you've disabled push notifications on your phone. You'll need to enable notifications both in app and in your phone's settings. To enable notifications, go to general settings in your phone, select notifications and enable notifications for Amazon and for Prime Now. In your Prime Now app, tap the menu in the top left corner, select Your Account, Notification Settings, enable push notifications and SMS text messaging. Download the Prime Now app on the App Store or Google Play.

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	Advertise Your Products	Reload Your Balance	Help
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