



IMDb'S iOS AND ANDROID APPS HAVE NOW BEEN DOWNLOADED MORE THAN 40 MILLION TIMES

Just-Launched Updates to IMDb's Movies & TV Apps for iOS and Android Include Most Requested Discovery, Personalization and Social Features

SEATTLE, WA - July 12, 2012 - IMDb, the world's most popular and authoritative source for movie, TV and celebrity content, today announced that its popular Movies & TV apps for iOS and Android have each been downloaded more than 20 million times for a total of more than 40 million. Over the last 5 months, monthly visits to IMDb's mobile optimized website and apps have exceeded 150 million per month. Additionally, IMDb announced the launch of highly anticipated discovery, personalization and social features for its iOS and Android apps, including mobile-optimized message boards, check-ins, similarities, film locations and soundtracks. To learn more and download IMDb's free apps, go to: <http://www.imdb.com/apps/>

"Today's announcement reflects growing customer demand for discovery, personalization and social functionality on their favorite mobile apps," said Col Needham, IMDb's founder and CEO. "Given that IMDb.com's message boards generate more than 2.5 billion page views annually, it's no surprise that mobile-optimized message boards were our #1 customer request. Beginning today, more than 40 million movie, TV and celebrity fans -- and counting -- will enjoy mobile message boards, check-ins, similarities and more when using IMDb's apps for iPhone, iPad and Android devices."

Additionally, IMDb's app for iOS has an improved TV experience, making it even easier to find and share the latest episodes. Users of IMDb's app for Android devices can now log in using their Amazon account information. Other popular IMDb.com features available in IMDb's Android app update include personalized recommendations, Metacritic and movie locations (fans can now see the locations of their favorite movies and then directly open a map to visit them).

To learn more and download IMDb's free apps, go to: <http://www.imdb.com/apps/>

About IMDb

IMDb is the world's most popular and authoritative source for movie, TV and celebrity content. The IMDb consumer site (www.imdb.com) is the #1 movie website in the world with a combined web and mobile audience of more than 160 million unique monthly visitors. IMDb offers a searchable database of more than 130 million data items including more than 2 million movies, TV and entertainment programs and more than 4 million cast and crew members. Consumers rely on the information IMDb provides -- including showtimes, trailers, critic and user reviews, personalized recommendations, photo galleries, entertainment news, quotes, trivia, box-office data, editorial feature sections and a universal Watchlist -- when making viewing decisions. IMDb's portfolio of leading entertainment apps includes its popular "Movies & TV" app for iPhone, iPad, Kindle Fire, Android phones, Android tablets, Windows Phone and its mobile-optimized website. To date, there have been more than 50 million downloads of IMDb's mobile apps worldwide. X-Ray for Movies (www.imdb.com/x-ray) a feature that revolutionizes the movie-watching experience by bringing the power of IMDb directly to movies on Kindle Fire HD, launched in September 2012. To learn more, go to: (<http://www.imdb.com/apps/>). IMDb Pro (<http://www.imdbpro.com>) is a subscription version of IMDb designed exclusively for professionals who work in the entertainment industry. IMDb Pro provides contact information, in production listings for film and television projects and exclusive STARMeter rankings that are determined by user searches on IMDb. Additionally, IMDb owns and operates Withoutabox (<http://www.withoutabox.com>), a marketplace for film festivals and filmmakers, and Box Office Mojo (<http://www.boxofficemojo.com>), the leading online box-office reporting service. IMDb.com is operated by IMDb.com, Inc., a wholly owned subsidiary of Amazon.com, Inc. (NASDAQ:AMZN) (<http://www.amazon.com>). To learn more, go to: <http://www.imdb.com/press>.

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