



## IMDb TRIVIA GAME FOR iPhone AND iPod TOUCH NOW AVAILABLE FOR FREE ON THE APP STORE

IMDb Continues To Demonstrate Significant Mobile Momentum, Adding a Movie, TV and Celebrity Trivia Game To Its Roster of Award-Winning, Chart-Topping Mobile Apps

SEATTLE, WA. – September 27, 2011—IMDb, the world’s most popular and authoritative source for movie, TV and celebrity content, today announced that IMDb Trivia, a free iPhone and iPod touch application, is available for download worldwide beginning today on the App Store. Intended to challenge and inform entertainment fans with movie, TV and celebrity trivia questions curated from IMDb’s unrivaled selection of entertainment trivia, IMDb Trivia is IMDb’s first foray into games. To download and begin playing IMDb Trivia now, go to: <http://imdb.to/rl2pVH>

"IMDb, the #1 movie website, has one of the largest collections of movie and TV trivia in the world," said Col Needham, founder and CEO of IMDb. "We created this game in response to a clear customer need: IMDb trivia pages receive more than 100 million page views annually; IMDb users spend more than 4 million hours on IMDb.com’s trivia pages per year. Fans were even making up their own trivia games on IMDb message boards."

Today’s announcement is the most recent example of IMDb’s continued momentum in the mobile space. IMDb is already accessible in a customized, platform-optimized manner on leading mobile devices via its popular “Movies & TV” app for iPhone, iPad, Android phones, Android tablets, Windows Phone and its mobile-optimized website (m.imdb.com). IMDb also announced the following mobile milestones today:

- To date, there have been more than 26 million installs of IMDb mobile apps (iPhone, iPad, Android and WP7) worldwide.
- IMDb’s popular iPhone and iPad app has been installed by more than 15 million users worldwide since it launched in December 2009.
- IMDb’s leading Android app has been installed more than 10 million times since it launched in June 2010.
- Year-over-year (2010 to 2011), IMDb’s app starts are on track to increase by 200%.
- IMDb’s mobile properties have more than 25 million monthly visitors.
- IMDb’s iPhone and iPad app have both been inducted into the iTunes Hall of Fame.

To learn more about IMDb’s mobile offerings, go to: (<http://www.imdb.com/apps/>).

### More About IMDb Trivia

- IMDb Trivia brings IMDb’s vast selection of entertainment information to life in a fun, engaging manner with links to the IMDb site, so that it’s easy to learn even more about the movies, TV shows and celebrities featured in the game. Additionally, every question in the game is coupled with a fun fact about the featured movie, TV show or celebrity.
- The app is free to download and comes preloaded with hundreds of challenging movie, TV and celebrity trivia questions varying in levels of difficulty. Additional game packs can be earned through points by correctly answering trivia questions, or purchased separately via the app.
- The initial game categories are: Sneak Peek; Hollywood Hits; Family Movies; TV Favorites; and Blockbuster Films. Additional packs are available to purchase for as little as 99 cents.
- Players can publicize their scores on Facebook and compete with other players through leaderboards in the Apple Game Center.



- The game is available for download worldwide.
- To learn more about IMDb Trivia, go to: <http://imdbtrivia.com>

To download and play IMDb Trivia, go to: <http://imdb.to/rl2pVH>

## About IMDb

The Internet Movie Database is the world's most popular and authoritative source for movie, TV and celebrity content. The IMDb consumer Website ([www.imdb.com](http://www.imdb.com)) is consistently ranked as one of the most visited sites in the world with more than 110 million unique visitors per month. IMDb offers a searchable database of more than 2 million movies, TV and entertainment programs and more than 4 million cast and crew members. Consumers rely on the information IMDb.com provides -- including showtimes, trailers, reviews, photo galleries, NewsDesk, quotes, box-office data, editorial feature sections and Watchlist -- when making viewing decisions. IMDb is accessible in a customized, platform-optimized manner on leading mobile devices via its popular "Movies & TV" app for iPhone, iPad, Android phones, Android tablets, Windows Phone and its mobile-optimized website. To date, there have been more than 26 million installs of IMDb mobile apps (iOS, Android and WP7) worldwide. IMDb's mobile properties have more than 25 million monthly visitors. To learn more, go to: (<http://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.

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