



## **IMDb BUZZ, AN ENTERTAINMENT NEWS APP FOR iPhone AND iPod TOUCH, NOW AVAILABLE FOR FREE ON THE APP STORE**

The #1 Movie Website In the World Adds A News App To Its Portfolio of Leading Mobile Entertainment Apps, Launches Android App Notifications and iOS 5 Update, And Announces IMDb Trivia Milestones

SEATTLE, WA. – October 27, 2011—IMDb, the world’s most popular and authoritative source for movie, TV and celebrity content, today announced that IMDb Buzz, a free entertainment news application for iPhone and iPod touch, is now available for download worldwide on the App Store. Additionally, IMDb announced the following mobile news: the launch of notifications on IMDb’s leading Android App; iOS 5 updates for IMDb’s popular Movies & TV app for iPhone and iPad; and momentum milestones pertaining to the IMDb Trivia app for iPhone and iPod touch. To learn more about and download IMDb Buzz, go to: <http://www.imdbbuzz.com>

"We are laser focused on building an unrivaled portfolio of leading entertainment apps," said Col Needham, founder and CEO of IMDb. "In the last month alone, we’ve launched IMDb Buzz (an entertainment news app) and IMDb Trivia (our first foray into games). In both cases, we built a dedicated, platform-optimized app focused on features that IMDb’s more than 110 million monthly unique visitors worldwide spend the most time consuming on our site: entertainment news and trivia respectively."

"With IMDb Buzz, our users can access breaking entertainment news from our extensive roster of top tier NewsDesk partners including Access Hollywood, indieWire and The Wrap, while following their favorite celebrities, TV shows, films and news sources in a customized newsfeed – all from the convenience of their iPhone," said Kintan Brahmhatt, head of mobile for IMDb. "The just-launched notifications feature on our leading Android app also meets this customer demand, providing users with the ability to follow any of the 2 million titles and 4 million people on IMDb they’re most interested in and receive requested notifications based on their customized interests."

IMDb also announced the availability of its popular Movies & TV app for iPhone and iPod touch optimized for iOS 5. New functionality includes a "Trailer Queue" and the ability to share links to titles, names and photos on Facebook and Twitter. With iOS 5, IMDb’s app now supports AirPlay with mirroring and enables users to watch their favorite trailers on Apple TV directly from their iPad app.

IMDb also announced that IMDb Trivia, a free iPhone and iPod touch application that launched less than a month ago, has achieved the following milestones to date:

- More than 500,000 users have installed IMDb Trivia in less than one month.
- More than 60 million trivia questions have been played.
- The game has been played for more than 25 million minutes (almost 50 years!) in less than one month.
- IMDb Trivia is currently ranked #1 on iTunes in the free trivia games category.
- To learn more about IMDb Trivia, go to: <http://imdbtrivia.com>

Users have downloaded IMDb apps 27 million times across all mobile platforms, including 16 million on Apple's iOS and 11 million on Android. All told, IMDb has more than 110 million monthly unique users, and more than 25 million monthly uniques for its various mobile apps. To learn more about IMDb’s mobile offerings, go to: (<http://imdb.com/apps/>).

To learn more about and download IMDb Buzz, go to: <http://www.imdbbuzz.com>

### **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.

### **CONTACT:**

[press@imdb.com](mailto:press@imdb.com)