



IMDb LAUNCHES AWARDS SEASON NEWS BUREAU

Leading Entertainment Website Provides Expert Commentators and Real-Time, Comprehensive Awards Season Coverage

SEATTLE – Dec. 14, 2010—Concurrent with the announcement of the 2011 Golden Globe nominees, IMDb.com, Inc. (www.imdb.com), the authoritative source of information on movies, TV and celebrities, today announced the launch of its awards season news bureau and annual “Road to the Globes” editorial feature.

“IMDb’s editorial team is passionate about providing the most comprehensive and accurate awards season coverage,” said IMDb’s senior editor, Mark Englehart. “We’re obsessed with posting all related information – from nominations to winners to event photos – faster and more accurately than any other news source. This year we’ve leveraged new site functionality and popular social networks to make our awards season coverage even more participatory and engaging than in past years.”

Beginning today, IMDb’s expert editorial staff is available upon request to participate in print, broadcast and online interviews about the 2011 awards season. Interview topics include:

- The 68th Annual Golden Globe nominees.
- Early speculation on Oscar nominees and winners.
- Commentary on the popularity of awards contenders with IMDb’s more than 100 million unique monthly visitors who visit, vote and make lists as well.
- Commentary on any of the following topics: foreign films; overlooked performances; underrated films; the best independent and genre films of the year; celebrity news; the unique importance of the different awards (winning Globes versus Oscars); prognostication on the broadcast award shows (i.e. who will be a good host; which shows have the most compelling nominees).

IMDb’s just-launched “Road to the Globes” (www.imdb.com/globes) is an annual editorial section that obsessively tracks the Golden Globes race from early speculation to post-award show parties. The fan-favorite resource center includes the following: full lists of nominees for all major awards and guild honors; detailed information about and photos of nominees; user- and editorial-generated lists; fan voting; photo galleries; interactive ballots; videos; and a news desk featuring breaking news from the top entertainment news sources.

To visit IMDb’s “Road to the Globes” editorial section, go to: <http://www.imdb.com/globes>

To request an interview with an IMDb expert editor, please email: press@imdb.com

About IMDb.com

IMDb (www.imdb.com) is one of the most popular online entertainment destinations, with over 57 million unique visitors each month. IMDb offers a searchable database of over 1.5 million movies, TV and entertainment programs and over 3.2 million cast and crew members, making it the Web’s most comprehensive and authoritative source of information on movies, TV and celebrities. IMDb features include cast lists, photographs, quotes, trivia, reviews, box-office data, celebrity biographies, coverage of film festivals and major events, and the ability for users to watch trailers, clips and thousands of full-length TV episodes and movies for free. IMDb also offers IMDbPro (www.imdbpro.com), a site designed specifically for entertainment industry professionals, and IMDb Resume (www.imdbresume.com), a service that enables actors and crew members to promote themselves directly to IMDb’s audience of movie lovers and movie professionals. Subscribers to IMDbPro now also get all of the benefits of Resume as well. IMDb.com is operated by IMDb.com, Inc, a wholly-owned subsidiary of Amazon.com, Inc. (NASDAQ:AMZN) (www.amazon.com).

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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