



IMDb ANNOUNCES TOP STARS AND MOVIES OF 2010

Johnny Depp and "Inception" Are Fan Favorites

SEATTLE – Dec. 20, 2010 — IMDb.com, Inc. (www.imdb.com), the authoritative source of information on movies, TV and celebrities, today unveiled the Top 10 stars and Top 10 films of 2010 as determined by user searches and ratings on IMDb.com.

Rather than base its annual rankings on critical assessments or box-office performance, IMDb's annual year-end lists are determined by the actual search behavior and movie ratings of the more than 100 million monthly unique users of IMDb.com.

"Users of IMDb are informed and passionate movie fans," said Col Needham, founder and CEO of IMDb. "As 2010 draws to a close and the industry turns its attention to the awards season, IMDb is able to provide unique insight into the stars and films that resonated most deeply with fans in 2010. In addition to generating spirited debate, our annual tradition of releasing year-end lists helps fans discover films and performances they may have missed."

Additional year-end lists available in IMDb's just-launched "Year in Review" section (www.imdb.com/2010) include Top 10 films of the year as selected by the following: Col Needham (IMDb's founder and CEO); Keith Simanton (IMDb's editor-in-chief); and users of IMDb.

IMDb's Top 10 Stars of 2010:

1. Johnny Depp
2. Kristen Stewart
3. Robert Pattinson
4. Leonardo DiCaprio
5. Brad Pitt
6. Robert Downey Jr.
7. Christian Bale
8. Gerard Butler
9. Megan Fox
10. Zoe Saldana

The star rankings are determined by the actual search behavior of users of IMDb.com. The results are an aggregate of weekly STARMeter rankings from IMDbPro.com, IMDb's professional subscription service.

IMDb's Top 10 User-Rated Movies of 2010:

1. "Inception"
2. "Toy Story 3"
3. "The Social Network"
4. "How to Train Your Dragon"
5. "Tangled"
6. "Kick-Ass"
7. "Shutter Island"
8. "Harry Potter and the Deathly Hallows: Part 1"
9. "Scott Pilgrim vs. the World"
10. "The Town"

The movie rankings are determined by user votes and movie ratings.

To explore IMDb's just-launched "Year in Review" editorial section, browse all of IMDb's year-end lists or make your own Top 10 list, go to: www.imdb.com/2010.



To request an interview with an IMDb editor regarding IMDb's year-end lists, please e-mail: press@imdb.com

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.

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