



IMDb's iOS AND ANDROID APPS HAVE NOW BEEN DOWNLOADED MORE THAN 50 MILLION TIMES

Just-Launched Redesign of IMDb's Movies & TV App for iPad Includes Discovery Features, Personalized Recommendations and Watchlist Enhancements

IMDb's Portfolio of Leading Mobile Entertainment Apps Achieved Significant Milestones and Garnered Media Acclaim in 2012

SEATTLE, WA. – December 20, 2012—IMDb, the world's most popular and authoritative source for movie, TV and celebrity content, today announced that its award-winning Movies & TV apps for iOS and Android have each been downloaded more than 25 million times for a total of more than 50 million combined user downloads. Over the last 5 months, IMDb's mobile-optimized website and apps have received an average of more than 175 million visits per month. Additionally, IMDb just launched a redesigned version of its acclaimed iPad app featuring highly anticipated discovery features, personalized recommendations and Watchlist enhancements. To learn more and download IMDb's free apps, go to: <http://www.imdb.com/apps/>

"2012 has been a significant year for innovation and usage of IMDb's leading mobile apps for iOS, Android and Kindle Fire," said Col Needham, IMDb's founder and CEO. "Our mission is to continually surprise and delight our customers with new features that will revolutionize the movie-watching experience such as 'X-Ray for Movies,' which we launched in September 2012 exclusively on the new Kindle Fire HD devices. We look forward to raising the bar on behalf of our customers in 2013."

IMDb's iPad App Redesign

Beginning today, an update (available through the iTunes App Store) to IMDb's popular iPad app includes a complete redesign focused on discovery features, personalized recommendations and Watchlist enhancements. To learn more and download IMDb's free, updated iPad app, go to: <http://www.imdb.com/apps/ios/>

The 2012 Reviews Are In!

This year, IMDb's portfolio of leading mobile entertainment apps received positive recognition by many of the leading media outlets in the world, including the following highlights:

- December 2012: PC Magazine recognizes IMDb's app as one of the best iPhone apps.
- November 2012: The New York Times reviews IMDb's iOS and Android apps, referring to them as being among "the best showtimes apps."
- November 2012: MacWorld selects IMDb's app as one of the 20 best apps in a story entitled "The 20 Best Apps: Must-Haves for Everyone With an iPad or iPhone."
- October 2012: USA Today selects IMDb's app as one of "25 Essential Kindle Fire Apps."
- October 2012: PC Magazine names IMDb's app "1 of the 12 best Android Tablet apps."
- September 2012: IMDb and Amazon announce the launch of "X-Ray for Movies," exclusively available on the all-new Kindle Fire family. Gizmodo says of "X-Ray for Movies": "This feels like the future . . . pretty incredible stuff" and USA Today describes the feature as a "boon for cinema fans."
- March 2012: Parade Magazine features IMDb's app as 1 of 10 noteworthy mobile entertainment apps.

Sample 2012 pull quotes:

"IMDb is older than the Web itself and began as [a] Usenet group . . . From there it evolved into the massive website (www.imdb.com) it is today . . . After all these mutations, the database may have found its perfect form in the free IMDb iPad app.



That's largely because the app makes all that information especially accessible where I most need it — on the couch when I'm watching whatever it is I want to know more about. IMDb is way more than just a convenient couch-side reference work, though. The iPad app also includes local showtimes and trailers for current, still-in-theaters movies, as well as film news and a Coming Soon section. Although you can find other movie and television apps with comparable focus, none of them offer the comprehensive depth and detail of IMDb." — **MacWorld**

"One of the best showtimes apps is from the Internet Movie Database, owned by Amazon. Among its various other entertaining functions, like listing an actor's filmography and movie trivia, IMDb has a very good showtimes section. The app is free on both iOS and Android. On Android . . . it shows comprehensive showtimes data along with all movie details and extra features like previews . . . Thanks to the global nature of IMDb itself, this app works outside the United States — especially useful for travelers." — **The New York Times**

"[IMDb's app is] one of the 12 best Android Tablet apps . . . Featuring a beautiful image-driven, swipe-friendly interface featuring movie trailers, popular actors, and international movie listings spread across thirteen countries, IMDb is a must-have for movie buffs who want the latest Hollywood and independent film news." — **PC Magazine**

"One of the handiest reference websites on the planet, IMDb never fails when it comes to looking up anything that has to do with TV, film, or Hollywood. The IMDb Movies & TV app also lets you find which movies are playing at your local cinema, and even purchase tickets." — **PC Magazine**

"So this feels like the future . . . X-Ray for Movies can tell what flick you're watching on your Kindle Fire HD, and gives you every piece of information you could ever want about it every time you pause. Pretty incredible stuff. The information is gleaned from IMDb (which Amazon conveniently owns), and pulls granular detail down to which specific actors are in the scene your watching. From there, you can navigate back through their whole career, read their bios, and do all the other creeping you'd normally do on the world's foremost movie database. It's pretty incredible having all of that information literally at your fingertips in the background. Tablets themselves don't feel like the future anymore. But things like this, that put the entirety of mankind's knowledge at your disposal in a blink? That does. That very does." -- **Gizmodo**

"I'm especially keen on X-ray for Movies, a boon for cinema fans. If you ever have watched a movie and wondered the name of an actor, you'll appreciate this neat feature. You can pause a film and see the actors' names, get brief bios, see other movies they've been in, all culled from the Amazon-owned IMDb app. The beauty is you don't actually have to leave the movie to open a separate app." -- **USA Today**

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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 100 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 40 million downloads of IMDb's mobile apps worldwide. 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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