



Amazon.com Enhances Payment Options with Bill Me Later

Seattle, WA– BUSINESS WIRE – December 11, 2007 -- Amazon.com (NASDAQ: AMZN) today announced it has signed an agreement with Bill Me Later, Inc., a leading provider of alternative payment technologies, to make the Bill Me Later payment option available on the Amazon.com website. The company also announced it is making an equity investment in Bill Me Later, Inc.

“Bill Me Later has developed a very customer-centric method to make online shopping even easier,” said Matt Swann, vice president of payments at Amazon.com. “We are pleased to make the convenience of Bill Me Later available to our tens of millions of Amazon customers.”

Bill Me Later is among the most widely adopted alternative payment technologies for the largest online retailers. Bill Me Later enables consumers to shop online without using a credit card and helps retailers simplify the payment experience.

“Amazon.com and Bill Me Later share the same commitment to making shopping easy for consumers,” said Gary Marino, CEO of Bill Me Later. “Just as Amazon invented a new and better way for people to shop online, Bill Me Later has created a new and better way for people to pay for purchases online.”

The terms of Amazon’s investment have not been disclosed. The transaction, which is subject to customary closing conditions, is expected to close in the first quarter of 2008.

About Bill Me Later

Bill Me Later is a technology company helping to connect leading merchants with high value customers by improving the purchase experience. Bill Me Later’s payment and marketing technology solutions help establish and maintain trusted relationships between hundreds of top

tier retailers and high value customers at the point-of-sale. The solutions are the first new payment methods since credit cards to be so broadly available within the United States. For more information, visit www.billmelater.com.

About Amazon.com

Amazon.com, Inc., (Nasdaq: AMZN), a Fortune 500 company based in Seattle, opened on the World Wide Web in July 1995 and today offers Earth's Biggest Selection. Amazon.com, Inc. seeks to be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online, and endeavors to offer its customers the lowest possible prices. Amazon.com and other sellers offer millions of unique new, refurbished and used items in categories such as health and personal care, jewelry and watches, gourmet food, sports and outdoors, apparel and accessories, books, music, DVDs, electronics and office, toys and baby, and home and garden.

Amazon and its affiliates operate websites, including www.amazon.com, www.amazon.co.uk, www.amazon.de, www.amazon.co.jp, www.amazon.fr, www.amazon.ca, and the Joyo Amazon websites at www.joyo.cn and www.amazon.cn.

As used herein, "Amazon.com," "we," "our" and similar terms include Amazon.com, Inc., and its subsidiaries, unless the context indicates otherwise.

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, significant amount of indebtedness, 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 Annual Report on Form 10-K for the year ended December 31, 2006, and all subsequent filings.

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