

Press Release

Amazon.com, Tribeca Film Festival and American Express Announce Five Finalists in Second Short-Film Competition

Amazon.com Customers Invited to Rate the Finalist Films to Determine the Grand-Prize Winner; Founding Partner American Express to Provide \$50,000 Grand Prize; Featured in Entertainment Weekly's MUST list, the online competition represents a new outlet for the short-film genre

SEATTLE--(BUSINESS WIRE)--Oct. 4, 2005--Amazon.com, Inc. (Nasdaq:AMZN) and Tribeca Film Festival founders Robert De Niro, Jane Rosenthal, and Craig Hatkoff, along with Tribeca Film Festival founding partner American Express, today announced the five finalists of the second Amazon Theater/Tribeca Film Festival Short-Film Competition. The finalists were determined by Amazon.com customers, who submitted thousands of ratings and viewed hundreds of hours of film footage between August 26 and September 23.

The finalists are:

"Battaglia," directed and produced by Owen Smith, screenplay by Jeff Rose: A loving tribute to writer Jeff Rose's grandfather and other Americans in the 88th Infantry Division who fought bravely for their country during World War II. Concept, pre-production, photography and post-production all took place within two weeks.

"Coming Home," written, directed and produced by Greg Benson: Inspired by Woody Allen, Spike Jonze and Monty Python, this comedy was based on a dream and shot in one evening with a budget of \$10. No one expects to come home to this.

"Duel at Red Table," directed by Jack Paccione, Jr.: An action/comedy/horror film crafted around the ancient sport of table tennis. Mr. Paccione was also a finalist in the first Amazon Theater/Tribeca Film Festival Short-film Competition for "Misfortune Cookie." Once again, his wish for viewers is to escape reality and have a great time while watching his latest film.

"Meter Maids," written, directed and produced by Joseph Garner: A comedy set in the cutthroat world of parking enforcement officers, this film was inspired by its creator's massive accumulation of parking tickets throughout his life, and his belief that parking tickets are a threat to society. Message to viewers: learn from past mistakes.

"Richter's Agenda," directed by Paul Matusheski: A suspenseful thriller influenced by the work of Alfred Hitchcock, in which a college student is terrorized by a sadistic computer hacker when she accepts a seemingly innocent instant message. This film was written, produced and edited in 24 hours.

Over the next four weeks, the five finalist films will be screened in the Tribeca Screening Room, where they will be rated and reviewed by Amazon customers world-wide. In addition to selecting the winner using Amazon's star rating system, customers can also write and post their own reviews and commentary about the films, as well as read the reviews of other customers.

The grand-prize winner will be announced at a gala cocktail event in New York City this November, and will receive a \$50,000 award from American Express towards his or her next film project. The Amazon Theater/Tribeca Film Festival Short-Film Competition was created to enable aspiring and established filmmakers to develop and refine their craft, and to provide a global platform from which to show their work.

Macromedia Flash is the exclusive video format for the Amazon Theater Short-film Competition.

About Tribeca Film Festival

The Tribeca Film Festival was founded by Robert De Niro, Jane Rosenthal and Craig Hatkoff to celebrate New York City as a major filmmaking capital. Tribeca Cinemas, located at 54 Varick Street, was acquired by the Festival founders in 2003 and serves as a year-round venue for the Festival and its related activities.

The 2005 Festival, presented by American Express, took place from April 19th to May 1st in various locations throughout lower Manhattan. The 2005 Festival featured special events, outdoor concerts and screenings, a street fair, and panel discussions with noted filmmakers.

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 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 beauty, 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.com and its affiliates operate seven retail Web sites: www.amazon.com, www.amazon.co.uk, www.amazon.de, www.amazon.fr, www.amazon.co.jp, www.amazon.ca, and www.joyo.com.

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

Forward Looking Statement

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 potential future losses, significant amount of indebtedness, competition, management of growth, 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, consumer trends, inventory, limited operating history, government regulation and taxation, fraud, and new business areas. 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, 2004, and all subsequent filings.

About American Express

American Express has been the Founding Sponsor of the Festival since its inception in 2002. Part of a multi-year relationship, the sponsorship demonstrates American Express' dedication to the goals of the Festival and the revitalization of lower Manhattan.

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