



HIT entertainment



For Immediate Release

HIT ENTERTAINMENT AND ROSETTABOOKS TO PUBLISH BESTSELLING "RAINBOW MAGIC"™ E-BOOKS IN THE UNITED STATES, AVAILABLE EXCLUSIVELY IN AMAZON'S KINDLE STORE

NEW YORK and SEATTLE – November 23, 2010 – HIT Entertainment, a leading provider of quality children's entertainment, RosettaBooks and Amazon.com (NASDAQ: AMZN) today announced that the entire bestselling "Rainbow Magic"™ collection (nine 7-title series, plus one 10-title special edition series), and future series and special editions, are available exclusively in the Kindle Store (www.amazon.com/kindlestore). RosettaBooks, a pioneer in e-book publishing, will launch these books; this marks RosettaBooks' first foray into the children's e-publishing space, and the first time these titles have been made available digitally. Seventy-three books in the "Rainbow Magic" backlist catalog are now available in the Kindle Store, and future books will launch in conjunction with the printed editions from Scholastic.

Introduced in the U.K. in 2003 and aimed primarily at girls 5-9 years-old, "Rainbow Magic" is a collection of more than 80 books that follow the magical adventures of Kirsty and Rachel, two young girls, and their interactions with different groups of fairies and other creatures in fairyland. A publishing phenomenon, "Rainbow Magic" has sold 28+ million copies in 31 languages worldwide, including over 6 million books in print in the U.S. The series of books are highly collectible and regularly featured in children's bestseller lists.

"We are pleased to build on our tradition of bringing top selections to the dynamic e-book market with the introduction of all 73 titles in the 'Rainbow Magic' series," said Arthur Klebanoff, CEO, RosettaBooks, "and to join with HIT Entertainment and Amazon in offering the collectible and popular 'Rainbow Magic' for the expanding demographic of young readers on Kindle in time for the 2010 holiday season."

"'Rainbow Magic' has achieved phenomenal success in publishing and built a huge fan base in the U.S. and around the world," said Stacey Reiner, Vice President, Consumer Products, HIT Entertainment Global Brands U.S. "With leading e-book publisher RosettaBooks, we are confident that even more kids will discover the wonder and excitement of the world of 'Rainbow Magic' through Kindle."

"We hear from our Kindle customers that they love to read to their kids on their Kindles," said Russ Grandinetti, Vice President, Kindle Content. "Series, including the 'Rainbow Magic' series, are hugely popular in our Books store, and we're thrilled to be able to add 'Rainbow Magic' to the Kindle Store for children to enjoy on their own or with their parents. And because Kindle books are Buy Once, Read Everywhere, parents will never be without reading material to keep their kids entertained when they leave their Kindle at home."

Kindle offers the largest selection of the most popular books people want to read. The U.S. Kindle Store now has more than 750,000 books, including New Releases and 108 of 111 New York Times Best Sellers. Over



620,000 of these books are \$9.99 or less, including 78 New York Times Best Sellers. Over 1.8 million free, out-of-copyright, pre-1923 books are also available to read on Kindle. Kindle lets you buy your books once and read them everywhere--on Kindle, Kindle 3G, Kindle DX, iPad, iPod touch, iPhone, Mac, PC, BlackBerry and Android-based devices. Amazon's Whispersync technology syncs your place across devices, so you can pick up where you left off. With Kindle Worry-Free Archive, books you purchase from the Kindle Store are automatically backed up online in your Kindle library on Amazon, where they can be re-downloaded wirelessly for free, anytime.

About HIT Entertainment

HIT Entertainment is one of the world's leading independent children's entertainment producers and rights-owners. HIT's portfolio includes properties, such as "Angelina Ballerina™," "Barney™," "Bob the Builder™," "Thomas & Friends™," "Pingu™," "Fireman Sam™" and "Rainbow Magic™." HIT represents Chapman Entertainment's "Fifi and the Flowertots™" and "Roary the Racing Car™" in North America, as well as "Wallace & Gromit™," "Shaun the Sheep™" and Aardman Classics from Aardman Animations. HIT also acts as representative for The Wiggles® in the U.K. Launched in 1989, HIT's lines of business span television and video production, content distribution, publishing, consumer products licensing and live events and has operations in the U.K., U.S., Canada, Hong Kong and Japan. HIT is a part-owner of U.S.-based preschool channel, PBS KIDS SproutSM. For more information, visit www.hitentertainment.com.

About RosettaBooks

RosettaBooks is a leading independent electronic publisher dedicated to the expansion of quality e-reading in the consumer and library/education markets. Founded in 2000, RosettaBooks specializes in bringing to the e-book space authors whose print titles are a vibrant element of the ongoing cultural dialogue, from the contemporary such as Stephen Covey's "The 7 Habits of Highly Effective People," to such sought-after classics as "Brave New World," "Slaughterhouse-Five," "A Passage to India," "Shoeless Joe," Winston Churchill's "The Gathering Storm," and many others. RosettaBooks offers e-book editions in the range of popular formats through today's leading e-tailers. For more information, please visit www.rosettabooks.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 Books; Movies, Music & Games; Digital Downloads; Electronics & Computers; Home & Garden; Toys, Kids & Baby; Grocery; Apparel, Shoes & Jewelry; Health & Beauty; Sports & Outdoors; and Tools, Auto & Industrial. Amazon Web Services provides Amazon's developer customers with access to in-the-cloud infrastructure services based on Amazon's own back-end technology platform, which developers can use to enable virtually any type of business. Kindle and Kindle DX are the revolutionary portable readers that wirelessly download books, magazines, newspapers, blogs and personal documents to a crisp, high-resolution electronic ink display that looks and reads like real paper. Kindle and Kindle DX utilize the same 3G wireless technology as advanced cell phones, so users never need to hunt for a Wi-Fi hotspot. Kindle is the #1 bestselling product across the millions of items sold on Amazon.

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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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