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TIMELINE

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**1994**

July Company Incorporated

**1995**

July Amazon.com sells first book, which was "Fluid Concepts & Creative Analogies: Computer Models of the Fundamental Mechanisms of Thought"

**1996**

July Launches Amazon.com Associates Program

**1997**

May Announces IPO, begins trading on NASDAQ under "AMZN"

September Introduces 1-Click™ Shopping

November Opens fulfillment center in New Castle, Delaware

**1998**

February Launches Amazon.com Advantage Program

April Acquires Internet Movie Database

June Opens Music Store

October Launches first international sites - Amazon.co.uk (UK) and Amazon.de (Germany)

November Opens DVD/Video Store

**1999**

January Opens fulfillment center in Fernley, Nevada

March Launches Amazon.com Auctions

April Opens fulfillment center in Coffeyville, Kansas

May Opens fulfillment centers in Campbellsville and Lexington, Kentucky

June Acquires Alexa Internet

July Opens Consumer Electronics, and Toys & Games Stores

September Launches zShops

October Opens customer service center in Tacoma, Washington

October Acquires Tool Crib of the North's online and catalog sales division

November Opens Home Improvement, Software, Video Games and Gift Ideas Stores

December Jeff Bezos Named *Time* Magazine "Person Of The Year"

**2000**

January Opens customer service center in Huntington, West Virginia

May Opens Kitchen Store

August Announces Toys "R" Us Alliance

August Launches Amazon.fr (France)

October Opens Camera & Photo Store

October Launches Amazon.co.jp (Japan)

November Launches Marketplace

November Introduces First Free Super Saver Shipping Offer (Orders Over \$100)

## 2001

April Announces Borders Group Alliance  
August Introduces In-Store Pick Up  
September Announces Target Stores Alliance  
October Introduces Look Inside The Book™

## 2002

June Launches Amazon.ca (Canada)  
July Launches Amazon Web Services  
August Lowers Free Super Saver Shipping Threshold to \$25  
September Opens Office Products Store  
November Opens Apparel & Accessories Store

## 2003

April Announces National Basketball Association Alliance  
June Launches Amazon Services, Inc. subsidiary  
October Launches A9.com, Inc. subsidiary  
September Opens Sports & Outdoor Store  
October Introduces Search Inside The Book™  
November Opens Gourmet Food Store  
December Opens Health & Personal Care Store

## 2004

January Introduces Presidential Candidates feature  
April Opens Jewelry Store  
May Announces The Bombay Company Alliance  
June Opens Software Development Centre in Scotland  
September Acquires Joyo.com Limited  
Launches Paris Hilton Jewelry Line Exclusively on Amazon.com  
Subsidiary A9.com Launches New Web Site and A9 Toolbar  
October Amazon Web Services Releases E-Commerce Service 4.0 and Alexa Web Information Service  
Launches Beauty Store  
November A9.com Introduces Toolbar for Mozilla Firefox  
Launches Amazon Theater  
December Announces opportunity to contribute to American Red Cross tsunami disaster relief efforts on Amazon.com  
Reports busiest holiday season ever

## 2005

January Announces Diane Von Furstenberg Alliance  
Amazon Web Services Launches E-Commerce Service and Alexa Web Information Service  
A9.com Launches Yellow Pages  
February Introduces Amazon Prime  
Announces Nonprofit Innovation Award  
April Acquires BookSurge LLC  
May Introduces Amazon Wedding  
June Celebrates 10<sup>th</sup> Anniversary Event Featuring Bob Dylan, Norah Jones, and Bill Maher  
Announces Second Short-Film Competition  
July Launches Special Deliveries with Select Celebrities and UPS  
Acquires CustomFlix Labs, Inc.

August	A9.com Launches Maps Launches "Amazon Shorts" Launches the First The O.C.-Branded Women's Fashion Collection
September	Launches The Hollywood Prescription Opens Customer Service Center in Kennewick, Washington
October	Alexa Web Information Service Launches on Amazon Web Services Web Site Announces Fulfillment Agreement with drugstore.com
November	Launches New Gifting Experience Announces Record-Breaking Watch Sales Amazon.com Subsidiary Joyo.com Honored with Customer Care Award Amazon.co.jp Launches New "Sports" Store Announces Partnership with Celebrities to Raise Money for Hurricane Victims During Holiday Shopping Season
December	Announces Customers Ordered over 108 Million Items Worldwide During 11th Holiday Season

## 2006

January	Joyo.com Announces it is the Largest Chinese Bookstore in the World Announces "Alexa Top Sites" Web Service for Developers Launches "Amazon Fishbowl with Bill Maher"
February	Launches "Amazon Connect" Announces Jewelry Sales Up More Than 100 Percent in Fourth Quarter 2005 Acquires Shopbop.com
March	Launches Amazon S3
April	Announces Partnership Between Timex and Amazon Services Announces Partnership Between Benefit Cosmetics and Amazon Services Announces Partnership Between CustomFlix for DVD Distribution Launch the Media Gateway Program with CustomFlix Announces On-Demand Solution with CustomFlix for the High Definition DVD Format Wars Amazon.com Jewelry and Watch Sales Up More Than 100 Percent in First Quarter 2006 Amazon.com Introduces Print-On-Demand Program for Book Publishers

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## INTERNATIONAL TIMELINE

### Amazon.co.uk

1998	Begins selling books Opens fulfillment center in Marston Gate, United Kingdom Launches Associates
1999	Opens Music Store Launches Auctions/zShops
2000	Opens DVD/Video Store Opens customer service center in Slough, United Kingdom Open Software/Video Games Store
2001	Opens Electronics & Photo Store Opens Toys & Kids! Store Launches Waterstones ( <a href="http://www.waterstones.co.uk">www.waterstones.co.uk</a> ) Launches Travel Store with Expedia

Last update: 6/19/2006

Author: SCCI

File: Timeline History Q1 2006

- 2002** Launches Marketplace
- 2003** Launches Amazon Web Services  
Opens Kitchen & Home Stores
- 2004** Opens Do-It-Yourself & Tools and Garden & Outdoors Stores  
Opens fulfillment center in Inverclyde, Scotland  
Lowers Free Super Saver Delivery Threshold to £19  
Announces Borders Limited Alliance  
Launches DVD Rental Service  
Reports busiest holiday season ever
- 2005** Teams with Talis to offer libraries profitable approach to stock disposal  
Launches "Search Inside!™"  
Opens new fulfillment centre in Glenrothes, Scotland  
Lowers Free Super Saver Delivery Threshold to 15 GBP  
Holiday season breaks records again  
Launches Gift Central  
Amazon Jersey expands to offer CDs

#### **Amazon.de**

- 1998** Begins selling books  
Opens fulfillment and customer service center in Regensburg, Germany  
Launches Associates
- 1999** Opens Music Store  
Opens fulfillment center in Bad Hersfeld, Germany  
Launches Auctions/zShops
- 2000** Opens DVD/Video Store  
Opens Software/Video Games Store  
Launches Wishlist Feature
- 2001** Opens Electronics Store  
Opens Kinderwelt (Kids World) REMOVE THIS ONE
- 2002** Launches Marketplace
- 2003** Opens Kitchen & Home Stores  
Launches Amazon Web Services
- 2004** Opens Home & Garden Store  
Begins offering all books with no shipping costs  
Reports busiest holiday season ever  
Launches DVD Low Price Guarantee  
Offers Express Shipping
- 2005** Launches DVD Rental  
Launches "Search Inside!™"  
Launches Overnight Express Service  
Reports Busiest Holiday Season Ever

#### **Amazon.fr**

- 2000** Begins selling books, music, video and DVD  
Opens fulfillment center in Orleans, France
- 2001** Opens Software/Video Games Store
- 2002** Launches Associates
- 2003** Launches Marketplace

#### **Amazon.co.jp**

- 2000** Begins selling books

Last update: 6/19/2006

Author: SCCI

File: Timeline History Q1 2006

- 2001**
  - Opens customer service center in Sapporo, Japan
  - Launches NTT DoCoMo i-mode access service
  - Launches Amazon Associates Program
  - Opens CD/DVD/Video Stores
  - Launches "EZweb" access service
  - Opens Software/TV Game Stores
- 2002**
  - Announces English navigation
  - Launches Marketplace
- 2003**
  - Opens Electronics Store
  - Launches Amazon Web Services
  - Opens Home & Kitchen Store
- 2004**
  - Opens Computer Store
  - Launches Toys & Hobby Store
  - Enhances Mobile Phone Service
  - Launched on-demand sales of comics in its Book Store
- 2005**
  - Re-launches Associates Central, the Amazon.co.jp Associates Program Members' Page
  - Launches a corner called "Kitchen and Daily necessities and miscellaneous goods"
  - Announces "Amazon.co.jp Customers' Choice" in Book Store
  - Launches "Search Inside!™"
  - Opens new fulfillment center in Ichikawa, Japan
  - Opens Sports Store

#### **Amazon.ca**

- 2002**
  - Begins selling books, music, video and DVD
  - Opens Software and Computer & Video Games Stores
- 2003**
  - Launches Marketplace
- 2004**
  - Reports busiest holiday season ever
- 2005**
  - Announces Shortlist for 2004 First Novel Award
  - Launches "Search Inside!™"

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