Last update: 11/2/2006
Author: SCCI
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amazon.com.

TIMELINE

1994

July	Company Incorporated

1995

July	Amazon.com Sells First Book, "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)

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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
September	Opens Sports & Outdoor Store
October	Introduces Search Inside The Book™
	Launches A9.com, Inc. Subsidiary
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 Center 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 Offerings Give Developers Unprecedented Access to Amazon Product Data and Technology, and First-Ever Access to Data Compiled by Alexa Internet
	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
	A9.com Launches Yellow Pages
February	Introduces Amazon Prime
	Announces Nonprofit Innovation Award
April	Acquires BookSurge LLC
May	Introduces Amazon Wedding
June	Celebrates 10th Anniversary with Employee Event Featuring Performances by 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
	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
	Announces 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 Simple Storage Service (S3)
April	Announces Partnership Between Timex and Amazon Services
	Announces Partnership Between Benefit Cosmetics and Amazon Services
	Announces Partnership Between CustomFlix for DVD Distribution
	Launches the Media Gateway Program with CustomFlix
May	Announces Jewelry and Watch Sales Up More Than 100 Percent in First Quarter 2006
	Introduces Print-On-Demand Program for Book Publishers
June	Amazon Fishbowl with Bill Maher Premieres on Amazon.com Gateway
	Launches Emergency Preparedness Store to Offer Preparation and Recovery Products for Hurricane Season
	Unveils Exclusive The Devil Wears Prada Boutique in Apparel & Accessories Store
	Launches New Toy and Baby Stores with Largest Selection Ever
July	Launches Grocery Store
	Amazon Enterprise Solutions Extend E-Commerce Agreement with Target Corporation to 2010
	Announces 22% Sales Growth Fueled by Lower Prices, Free Shipping
	Amazon Web Services Announces "Alexa Site Thumbnail" Now Available for Developers
	Announces Library Processing for Public and Academic Libraries Across the United States
September	Launches Amazon Unbox™, a Digital Video Download Service with DVD-Quality Picture
	CustomFlix and Amazon.com Launch CD on Demand Service
	Launches WebStore and Fulfillment by Amazon for Small and Medium-Sized Businesses
October	Launches New Automotive Parts and Accessories Store
	Announces Third Quarter Financial Results

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INTERNATIONAL TIMELINE

Amazon.co.uk

1998	Begins Selling Books
	Opens Fulfillment Center in Marston Gate, United Kingdom
	Launches Amazon Associates Program
1999	Opens Music Store
	Launches Auctions & zShops
2000	Opens DVD/Video Store
	Opens Customer Service Center in Slough, United Kingdom
	Launches Software & Video Games Store
2001	Opens Electronics & Photo Store
	Opens Toys & Kids Store
	Launches Waterstones (www.waterstones.co.uk)
	Launches Travel Store with Expedia
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 Llibraries Profitable Approach To Stock Disposal
	Launches Search Inside!™
	Opens Fulfillment Center in Glenrothes, Scotland
	Lowers Free Super Saver Delivery Threshold to £15
	Holiday Season Breaks Records
	Launches Gift Central
	Amazon Jersey Expands To Offer CDs
2006	Launches Wedding List Service
	Opens Customer Service Center in Cork, Ireland
	Fitness Store launches within Personal Care Store

Amazon.de

1998	Begins Selling Books
	Opens Fulfillment and Customer Service Center in Regensberg, Germany
	Launches Amazon Associates Program
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
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
	Opens Toys Store
	Offers Express Shipping
2005	Launches DVD Rental
	Launches Search Inside!™
	Launches Overnight Express Service
	Reports Busiest Holiday Season Ever
2006	Launches Sporting Goods Store
	Opens Fulfillment Center in Leipzig, Germany

Amazon.fr

2000	Begins Selling Books, Music, Video & DVD
	Opens Fulfillment Center in Orleans, France
2001	Opens Software & Video Games Store
2002	Launches Amazon Associates Program
2003	Launches Marketplace
2005	Launches Search Inside!™
	Opens Consumer Electronics Store
2006	Launches Advantage Program

Amazon.co.jp

2000	Begins Selling Books
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
2005	Re-launches Associates Central
	Announces Customers' Choice in Book Store
	Launches Search Inside!™
	Opens Fulfillment Center in Ichikawa, Japan
	Opens Sports Store
2006	Launches Amazon Mobile Search by Email
	Launches Advantage Program
	Launches Health & Beauty Store

Amazon.ca

2002	Begins Selling Books, Music, Video & 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!™
2006	Announces Canadian Artist of the Month Program in Celebration of Canada Day
	Announces Shortlist for 2005 First Novel Award

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