

AMAZON SELECTS ULTRADNS TO OPTIMIZE NETWORK INFRASTRUCTURE

E-commerce Web Site Implements UltraDNS Managed DNS Service to Ensure Rapid and Reliable Website Response

BRISBANE, Calif., September 2, 2004 – UltraDNS™ Corporation, the world's leading Managed DNS Service Provider, today announced that it will provide its Managed DNS Service to help optimize Amazon Web site infrastructure. The move to the UltraDNS solution enables Amazon to offer increased performance and reliability to both retail customers and merchants who rely on the Domain Name System (DNS) directory to initiate their online transactions.

Guaranteed by an industry leading Service Level Agreement (SLA) for 100 percent uptime, the UltraDNS Managed DNS Service directly manages and monitors Amazon's DNS, using a fully fault-tolerant, global directory service. By leveraging advanced routing technologies latent in the UltraDNS global network, Amazon customers' DNS requests are directed to the closest server in the network, enabling the fastest response times to DNS requests. Additionally, changes to DNS data are globally propagated in real-time ensuring end users will have the most up-to-date information to resolve their content requests.

“After extensive testing of the UltraDNS network and directory platform, we found that the Managed DNS Service met our stringent operational and business requirements for this critical infrastructure component,” said Chris Pinkham, Vice President of Systems and Network Engineering for Amazon. “Amazon continually seeks to improve the customer shopping experience, and with UltraDNS we are able to ensure that our customers have unparalleled speed and reliability in DNS resolution for Amazon Web sites.”

More than 8,000 companies worldwide depend on UltraDNS for Managed DNS Service. UltraDNS solutions improve the performance and manageability over legacy DNS applications by delivering intelligent infrastructure services that enable customers to outsource their DNS requirements while gaining real-time control over their digital brand.



“Our relationship with Amazon aligns the benefits of the UltraDNS platform with Amazon’s requirement to achieve 100% availability and sets the technology standards that e-businesses demand for outsourced DNS solutions,” said Ben Petro, president and CEO of UltraDNS. “We are very pleased to have been chosen by Amazon to provide critical DNS infrastructure services.”

About UltraDNS

Based in Brisbane, Calif., UltraDNS Corporation is the world's leading Managed DNS Service Provider with over eight million domains currently under management, delivering solutions that enhance the reliability and performance of the world's largest directories and the mission-critical applications that access them. UltraDNS offers highly scalable solutions - both as a managed services provider and as a developer of custom infrastructure solutions - built on its unique Directory Services Platform and proprietary, patented technologies. UltraDNS infrastructure services, such as Managed DNS, address the growing need for fast, reliable responses to directory queries in today's converging Internet/telecom environment. By connecting a user's information request to the proper directory and assuring a quick, accurate response, UltraDNS plays a key enabling role in delivering content, information and data to users when, where and on whatever device they choose. The company was founded in 1999 and is funded by Reuters Group PLC, VantagePoint Venture Partners and New Enterprise Associates. For more information please visit www.ultradns.com.

Forward-Looking Statement of Amazon.com

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, commercial agreements and strategic alliances, seasonality, potential fluctuations in operating results and rate of growth, foreign exchange rates, management of potential growth, system interruption, international expansion, consumer trends, inventory, fulfillment center optimization, 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, 2003, and all subsequent filings.

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