



CicekSepeti Announces Minority Investment by Amazon

ISTANBUL – December 20, 2011 – CicekSepeti (www.ciceksepeti.com), the leading flower and gifting-based e-commerce company in Turkey today announced that Amazon.com, Inc. (NASDAQ: AMZN) has signed an agreement to make a minority investment in CicekSepeti, subject to customary regulatory approvals in Turkey.

“The CicekSepeti management team has built an innovative e-commerce company in Turkey, and we’re delighted to be supporting the company as it continues to grow,” said Greg Greeley, vice president of Amazon European Retail. “CicekSepeti shares Amazon’s focus on offering great prices, selection and convenience as it brings flowers and other gifts to its customers across Turkey.”

Founded by Emre Aydin, CicekSepeti is a premier online destination in Turkey for delivering flowers and other gifts to customers nationwide, including same-day deliveries in most metropolitan cities. The company offers customers a wide selection of flowers, gourmet gift baskets, jewelry, and other products for every important occasion in the lives of people that matter to them.

“I am delighted to have Amazon on board as an investor as we enter our next phase of rapid growth,” said Emre Aydin, founder/CEO of CicekSepeti. “CicekSepeti is committed to staying focused on providing the high level of quality that Turkish consumers have come to expect when ordering flowers, gourmet products, and other gifts for the important people in their lives.”

Terms of the investment were not disclosed.

###

About CicekSepeti.com

CicekSepeti is one of Turkey’s leading online flower retailers and an emerging leader in related gift giving categories, such as candy and jewelry. CicekSepeti prides itself in consistently delivering quality products and services at competitive prices. The company offers same day delivery in all of Turkey through 150 contracted florists and 24x7 customer support.

CicekSepeti expects to double its revenues from last year. In the summer of 2011 the company started CicekSepeti Gurme for the confection and sales of candy, chocolates and cakes, which can be sent as a gift in similar occasions as flowers. More recently the company also started to offer jewelry online and is planning to launch experiential gifts early 2012.

CicekSepeti.com was first launched in 2006 by Emre Aydin, CEO, who remains the majority shareholder. Hummingbird Ventures invested in CicekSepeti in January 2011. Headquartered in Istanbul, CicekSepeti currently employs 160 people.

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. The new latest generation Kindle is the lightest, most compact Kindle ever and features the same 6-inch, most advanced electronic ink display that reads like real paper even in bright sunlight. Kindle Touch is a new addition to the Kindle family with an easy-to-use touch screen that makes it easier than ever to turn pages, search, shop, and take notes - still with all the benefits of the most advanced electronic ink display. Kindle Touch 3G is the top of the line e-reader and offers the same new design and features of Kindle Touch, with the unparalleled added convenience of free 3G. Kindle Fire is the Kindle for movies, TV shows, music, books, magazines, apps, games and web browsing with all the content, free storage in the Amazon Cloud, Whispersync, Amazon Silk (Amazon's new revolutionary cloud-accelerated web browser), vibrant color touch screen, and powerful dual-core processor.

Amazon and its affiliates operate websites, including www.amazon.com, www.amazon.co.uk, www.amazon.de, www.amazon.co.jp, www.amazon.fr, www.amazon.ca, www.amazon.cn, www.amazon.it, and www.amazon.es. As used herein, "Amazon.com," "we," "our" and similar terms include Amazon.com, Inc., and its subsidiaries, unless the context indicates otherwise.

Forward-Looking Statements

This announcement contains forward-looking statements within the meaning of Section 27A of the U.S. Securities Act of 1933 and Section 21E of the U.S. 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.