

amazon giftcards™

CORPORATE GIFT CARD PROGRAM

MILLIONS OF PRODUCTS
MILLIONS OF WAYS TO REWARD AND MOTIVATE
…ONE GIFT CARD

www.amazon.com/corporate-gc

WHY AMAZON.COM GIFT CARDS?*

USE AMAZON GIFT CARDS TO MOTIVATE

Amazon.com Gift Cards are the ideal incentive for your employees, customers, business partners, survey respondents... anyone you want to motivate, reward, or show your appreciation to.

Organizations use Amazon Gift Cards in many ways:

- Customer acquisition, retention and loyalty programs
- Sales and employee incentives
- Channel partner & dealer rewards
- Client and employee gifts
- Survey participate compensation



THE PREMIER INCENTIVE

Selection: Gift Cards can be instantly redeemed on Amazon.com towards the purchase of millions of items, across over 40 product categories.
Choice: Amazon Gift Cards allow recipients to choose their own reward.
Brand Recognition: With millions of customers, Amazon.com is one of the world's leading online destinations.
Expertise: Amazon has the unique ability to match specialized, niche, or hard-to-find products with the customers most likely to purchase them.
Flexibility: Recipients never have to worry about using a Gift Card during “store hours” because Amazon.com is open 24 hours a day from any global location.
Customer Service: Amazon.com has a world renowned reputation for service, reliability and security.

THE POWER OF THE AMAZON BRAND

Strengthen your promotion with Amazon.com branding
With millions of customers, Amazon.com is one of the world's leading online destinations. The Amazon brand represents value, selection, service, reliability and security. We encourage you to use the Amazon.com name or logo in your promotional material, advertisements, survey invitations, etc.--it'll help you get results. The Amazon.com brand is a valuable asset, so a signed agreement and a quick review of your creative materials are required.

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THE PROGRAM

Our Corporate Gift Card program allows companies to purchase large amounts of Amazon.com Gift Cards for incentives or promotions. It also gives our partners the right to use the Amazon.com name and logo in pre-approved marketing materials.

Key Points

- Amazon.com Gift Cards never expire or lose their value and can be used to purchase millions of items on the Amazon.com website (www.amazon.com).
- We can supply Amazon Gift Cards to you in three ways: 1) physical gift cards by mail, 2) an electronic list of claim codes in a spreadsheet, or 3) real-time on-demand issuance of gift codes in any denomination through our API interface. Either way, it gives you flexibility in how you distribute Amazon Gift Cards to your recipients.
- Amazon Gift cards can be issued in any whole dollar denomination, usually $5 increments. Corporate orders have a minimum of 20 Gift Cards of at least $5,000 in value.
- All bulk orders must be paid in advance via check or bank wire (preferred) or a pre-authorized credit card charge through an Amazon customer account. Physical cards arrive about a week after payment is received; electronic claim codes are usually delivered within a few days after payment is received.
- If you'd like to use the power of the Amazon brand to help promote your program, our corporate Purchase Agreement covers the purchase and sale of the Gift Cards for 2 years, outlines the GC terms and conditions, and grants you license to use our name and marks in your pre-approved marketing materials.
- In accordance with the Amazon Brand Guidelines, all marketing materials using the Amazon name, logo or trademark must be approved by the Amazon brand team before use.



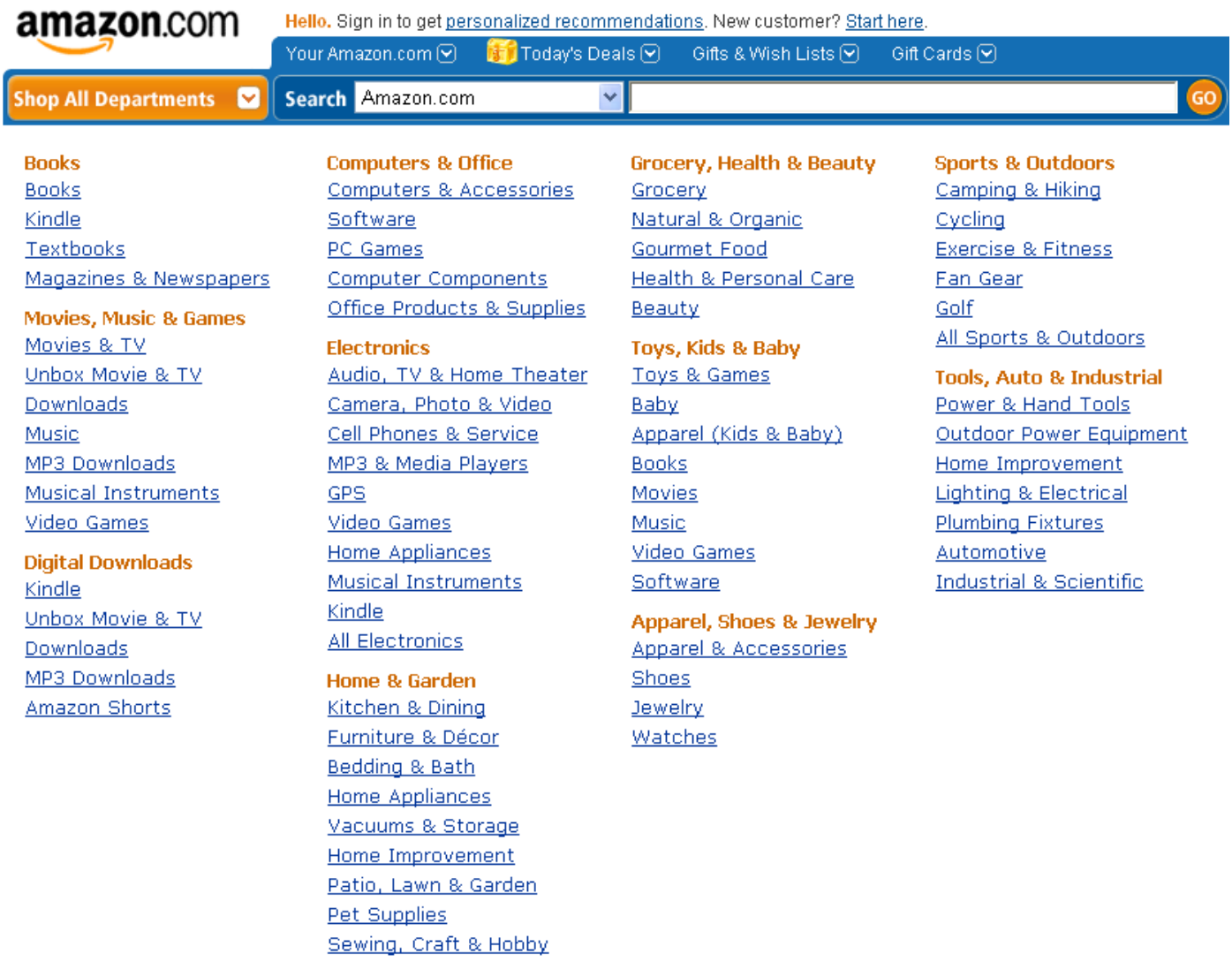
Grow your business with Amazon Gift Cards

Visit www.amazon.com/corporate-gc to get started today!

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AMAZON IS MORE THAN BOOKS AND CDs

Recipients can choose from millions of items across more than 40 product categories*.



**As of 8/1/08*

FREQUENTLY ASKED QUESTIONS

Should I choose physical Amazon.com Gift Cards or electronic claim codes?

There are advantages to both:

- Physical Gift Cards come in attractive card carriers and, for a personal touch, offer the ability to customize the "To" and "From" lines and add a standard message.
- Electronic gift codes offer a great deal of flexibility. You can place claim codes in e-mails or in your own printed materials that follow the Amazon.com Brand guidelines (see below).

What denominations can I order?

Amazon.com Gift Cards can be ordered in any whole dollar amount from $1 to a maximum of $5,000 per card. You may order multiple denominations in varying quantities--just specify when you order.

Is there a minimum order size?

Yes, Corporate Gift Card orders must be for at least 20 Gift Cards with a total value of at least $5,000.

What are my payment options?

We require payment in advance before processing your Gift Card order. You can pay by company check or ACH/wire transfer directly to our bank. Smaller orders can be charged to a credit card on file in your Amazon.com account when you pre-approve the charge with your credit card company.

Can I put a custom message on Amazon.com Gift Cards?

Absolutely! You may include a generic “To,” “From,” and a short gift message to appear on all card carriers. No charge, just specify when you order. The "To" and "From" lines have a character limit of 50 each; the message can be up to 250 characters.

How are Amazon.com Gift Cards delivered?

Physical Gift Cards feature the Amazon.com logo, orange and black color scheme, and include a removable Gift Card printed onto heavy card stock that is affixed inside a tri-fold Amazon card carrier. Gift Cards for bulk orders arrive flat and unfolded, without envelopes, for your distribution. Electronic Gift Card claim codes will be placed in an encrypted, password-protected Excel file and e-mailed to you for distribution. If you have real-time code generation needs, ask about our Gift Code Web Service that allows you to generate Amazon claim codes on demand for any denomination.

How much does it cost to ship Amazon.com Gift Cards?

- Electronic claim codes are delivered to you for free via email.
- Physical cards sent to a single location are delivered to you for free via UPS Ground.
- Physical cards can be expedited for a fee if you provide your UPS account number.

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Can Amazon.com distribute Gift Cards for me?

Unfortunately—we're not able to offer this service through the corporate program at this time. We'll be happy to send you electronic Gift Card claim codes, which you may distribute via e-mail yourself if you like. Or you may choose to send electronic Gift Cards to multiple e-mail addresses when ordering through our consumer website at http://www.amazon.com/giftcards.

What needs to be included when I distribute the electronic Gift Codes?

You must include the claim code, general instructions for use, a link to Amazon.com's current Gift Card terms and conditions (from www.amazon.com/gc-legal), and our standard disclaimer. We will provide a pre-approved template for you.

Can recipients in other countries use Amazon.com Gift Cards?

Amazon.com Gift Cards are only redeemable on the Amazon.com website, and not on Amazon.co.uk, Amazon.ca, Amazon.de, Amazon.fr, Amazon.co.jp, or Amazon.cn. However, Amazon.com gladly accepts orders from all around the globe! Available product lines, shipping rates, and fees may vary depending on the delivery address, but media items (books, music, and movies) can be shipped to almost all destinations outside the U.S. With over 40 product categories and millions of items to choose from, your recipients will be delighted with an Amazon.com Gift Card -- no matter where they live.

Do I have to enter into a contract to buy Amazon.com Gift Cards?

You may make a one-time bulk order (e.g. to give to employees as gifts for the holidays) with a simple Order Form, or sign a Program Agreement for ongoing purchases which also give you the license to use the Amazon.com brand in your promotion or marketing materials. (The simple Order Form does not give you permission to use the Amazon.com brand.)

Can I use the Amazon.com name and logo in my promotional materials?

Yes! Amazon Gift Cards can help you grow your business. If you sign our Gift Card Program Agreement, you will be authorized to use the Amazon.com name and/or logo, subject to Amazon.com Brand Guidelines and the Trademark Usage Guidelines that are contained in the agreement. All materials you create that feature the Amazon.com name or logo must be approved in writing in advance of distribution. Please allow 3-5 business days for brand approval.

How long does this process take?

Gift Cards typically ship via UPS Ground 2 business days after payment is received. Electronic gift codes are emailed to you in an Excel file within 24 hours of payment. If you are using the Amazon.com name or logo, plan to allow 3-5 business days for the brand approval process.

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