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JEFF BEZOS TO PARTICIPATE IN BEA CONFERENCE PROGRAM

Amazon.com Founder and CEO Will Present and Appear in Upfront & Unscripted “Spotlight” Q&A with Chris Anderson

Norwalk, CT, March 12, 2008: Amazon.com Founder and CEO Jeff Bezos will take the stage at BookExpo America (BEA) where he will present and appear in a special new “Spotlight” edition of the popular Upfront & Unscripted (UU) interview series. Mr. Bezos, who has participated in BEA once before in 2000 when he appeared as a keynote speaker, will be interviewed by Chris Anderson, Editor-in-Chief of *Wired Magazine*. BEA’s Upfront & Unscripted interviews have quickly become a highlight of conference programming since they were introduced in 2006. The new “Spotlight” edition of this series is being introduced to call attention to occasional interviews that deserve special consideration because of their interest to the entire BEA audience. The interview between Mr. Anderson and Mr. Bezos will take place on Friday, May 30 at 3:00pm in Room 403AB at the Los Angeles Convention Center.

BEA organizers note that the addition of Mr. Bezos to convention programming underscores BEA’s commitment to bringing all segments of the book industry together at the annual event. “Amazon is a huge part of the book and publishing community and we pride ourselves on representing the entire industry in one place,” notes Lance Fensterman, Vice President and Show Manager for BEA. “Staging this exceptional presentation by Mr. Bezos and the dialogue with Mr. Anderson to follow is a shining

example of the type of broad and timely conversation that we like to encourage at BEA. We look forward to hearing about the progress of Kindle and Amazon's growing digital books business, as well other topics that not only apply to Amazon's current and future business but will touch on all areas of the book industry."

Jeff Bezos, a Phi Beta Kappa graduate of Princeton University, is the President, Chief Executive Officer and Chairman of the Board of Amazon.com which he founded in 1994, after writing up a business plan on a cross country drive from New York to Seattle. Amazon.com rapidly flourished and Mr. Bezos became one of the most prominent dot.com entrepreneurs in the 1990's, and was selected as *Time Magazine's* Man of the Year in 1999. As noted, Chris Anderson is the Editor-in-Chief of *Wired Magazine* which has won a National Magazine Award under his tenure, and he is also the author of *The Long Tail: Why the Future of Business Is Selling Less of More*.

"We seem to have good luck with Mr. Bezos at BEA," Fensterman concludes. "The last time he was with us was right after he appeared on the cover of *Time Magazine* as Man of the Year and this time we have him right after the introduction of Kindle. Different times, different circumstances, but this year's appearance should be as fitting and opportune as it was when we played host to him in 1999."

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