TIMELINE

2012

July

Introduces GameCircle
Introduces Game Connect
Opens Portal for International Mobile App Distribution

June

Amazon Publishing Acquires Avalon Books

May

Amazon Studios to Develop Original Comedy and Children's Series for Amazon Instant Video

April

Announces First Quarter Sales up 34% to $13.18 Billion
Introduces AmazonSupply
Amazon Web Services Introduces AWS Marketplace
Introduces eBooks Kindle en Español

March

Acquires Kiva Systems, Inc.

February

Launches Sports Collectibles Store

January

Announces Fourth Quarter Sales up 35% to $17.43 Billion
Amazon Web Services Launches Amazon DynamoDB

2011

December

Amazon Web Services Launches Brazil Datacenters for Its Cloud Computing Platform
Introduces KDP Select
Amazon Publishing to Acquire Marshall Cavendish US Children's Books Titles

November

Introduces The Kindle Owners' Lending Library

October

Announces Third Quarter Sales up 44% to $10.88 Billion

September

Introduces Amazon Silk
Introduces Kindle Fire, Kindle Touch and Kindle Touch 3G
Kindle Books Available at Thousands of Local Libraries

August

Amazon Web Services Announces Global Rollout of Amazon Virtual Private Cloud (Amazon VPC)
Introduces Kindle Cloud Reader

July

Announces Second Quarter Sales up 51% to $9.91 Billion
Endless.com Announces International Shipping to over 50 Countries Worldwide
AT&T to Sponsor Kindle 3G

June

Launches AmazonLocal
John Locke Becomes First Independently Published Author to Join the "Kindle Million Club"

May

Announces MYHABIT.COM
Amazon.com Now Selling More Kindle Books Than Print Books

April

Announces Fourth Quarter Sales up 36% to $12.95 Billion
Announces Amazon Deals App
Acquires LOVEFiLM International Limited

March

Introduces Amazon Appstore for Android
Introduces Amazon Cloud Drive, Amazon Cloud Player for Web and Amazon Cloud Player for Android

February

Amazon.com Announces Prime Instant Videos, a New Benefit for Prime Members
Amazon Web Services Introduces AWS CloudFormation

January

Announces Fourth Quarter Sales up 36% to $12.95 Billion
Announces Amazon Deals App
Acquires LOVEFiLM International Limited

2010

December

Announces $175 Million Investment in LivingSocial Announces Kindle for the Web

November

Launches Amazon Studios
Introduces Price Check by Amazon

October

Announces Third Quarter Sales up 39% to $7.56 Billion
Acquires BuyVIP.com
Introduces Heidi Klum for New Balance Collection
Endless.com Launches Jewelry Category

September

Introduces Amazon Mom Program
Launches Kindle for the Web

August

Announces "Your Kindle Commercial Contest"

July

Announces Second Quarter Sales up $41% to $6.57 Billion
Announces new generation Kindle

June

Launches Wheels Store
Announces IMDB Everywhere initiative

May

Announces Shopping App for iPad
Introduces Kindle for Android
Launches Amazon WebStore

April

Announces Kindle App for iPad
Announces First Quarter Sales up 46% to $7.13 Billion

March

Introduces Kindle for Mac

February

Announces Kindle for BlackBerry

January

Introduces Kindle DX with global wireless
Announces Fourth Quarter Sales up 42% to $9.5 Billion

2009

December

Announces Textbooks Trade-In Program
Announces Kindle breaks monthly sales record
Announces Kindle is the most gifted item ever
Launches the Bestsellers Archive

November

Acquires Zappos.com
Announces expansion of Amazon Web Services into Asia
Launches Frustration-Free Packaging Certification Program
Announces Kindle is available to customers in Canada
Announces Susan Boyle's "I Dreamed a Dream" is largest global CD pre-order
Announces Kindle breaks record for sales in a single month during November

October

Announces Third Quarter Sales up 28% to $5.45 Billion
Announces Kindle is for sale in more than 100 countries
Announces Amazon Wish List's 10th Anniversary
Launches Local Express Delivery
Introduces Kindle for PC

September

Introduces AmazonBasics

August

Launches new free shopping application for Android

July

Announces Second Quarter Sales up 14% to $4.65 Billion Amazon.com Acquires Zappos.com
Introduces AmazonWireless
Launches Outdoor Recreation Store

June

Introduces Tom Douglas by Pinzon

May

Introduces Kindle DX Introduces AmazonEncore

April

Introduces Kindle Application for iPhone and iPod Touch
Launches Xbox LIVE Store

March

Introduces Kindle Application for iPhone and iPod Touch

February

Introduces Amazon Kindle 2

January

Announces Fourth Quarter Sales up 18% to $6.70 Billion
Launches Inauguration Store

2008

December

Acquires AbeBooks
Amazon Web Services Launches "Public Data Sets on AWS"
Announces 14th Holiday Season Is Best Ever

November

Announces Beginning of Multi-Year Frustration-Free Packaging Initiative
Unveils 2008 Holiday Toy List Powered by Amazon Windowshop
Announces Daily Deal Text Alerts
Amazon Web Services Launches Amazon CloudFront
Announces First-Ever Holiday Customer Review Team
Internet Movie Database launches the German speaking IMDB.de

October

Announces Third Quarter Sales up 31% to $4.26 Billion
Amazon Web Services Launches Amazon EC2 for Windows

September

Launches Election 2008 Store
Launches Motorcycle & ATV Store
Opens New TV Show Stores

August

Amazon.com Acquires AbeBooks
Exclusively Offers Collector's Edition of "The Tales of Beedle the Bard"
Amazon Web Services Launches Amazon Elastic Block Store for Amazon EC2

July

Announces Second Quarter Sales up 41% to $4.06 Billion

June

Announces New Fulfillment Center in Goodyear, AZ
Launches Office Supplies Store
Amazon.com Acquires Fabric.com

May

Announces Jewelry Store Retail Diamond Sales up More Than 100% in First Quarter 2008
Announces Rhiannon D. as the Winner of the "Amazon Beedle the Bard Ballad Writing Contest"

April

Amazon.com Launches "Amazon TextBuyIt"
Amazon.com Announces First Quarter Sales up 37% to $4.1 Billion

March

Amazon Launches New Applications on Facebook(R) Platform--"Amazon Giver" and "Amazon Grapevine"
Amazon.com Completes Acquisition of Audible
Amazon Web Services Launches "Elastic IPs"

February

Amazon.com Board of Directors Authorizes Debt and Stock Repurchase Programs
Amazon.com Jewelry Store Retail Diamond Sales up More Than 100% in Fourth Quarter 2007
Amazon.com Launches Amazon Currency Converter

January

Amazon.com Announces Fourth Quarter Sales up 42% to $5.7 Billion
Announces LOVEFiLM will Acquire Amazon's UK and German DVD Rental Business

2007

December

Enhances Payment Options with Bill Me Later
Amazon.com purchases J.K. Rowling's "The Tales of Beedle the Bard"
Announces Its 13th Holiday Season is Best Ever

November

Amazon Web Services Offers European Storage for Amazon S3
Launches New Customer Video Reviews
Launches The Holiday Toy List
Amazon Web Services Offers European Storage for Amazon S3
Announces Amazon Customers Vote returns
Launches Amazon Kindle
Launches Askville.com

October

Announces Plans to Open New Fulfillment Center in Munster, Indiana
Announces Third Quarter Sales up 41% Year over Year

September

Launches Public Beta of Amazon MP3

August

Launches Jewelry & Watches Stores Internationally
Announces Tuition & Textbooks Sweepstakes Grand Prize -- One Year of Tuition

July

TiVo Subscribers Can Now Browse, Purchase and Rent Amazon Unbox Videos Directly From Their TiVo Box
Announces Falls Church, Va., as the "Harry-est Town" in America
Announces Second Quarter Sales up 35% Year over Year
Thousands of National Archives Films to be Made Available Through CustomFlix Labs

June

Joyo.com becomes “Joyo/Amazon” with a New Look and New Features

May

Announces Jewelry and Watch Sales Are Up More Than 100 Percent in First Quarter 2007

April

Launches "Go Indie" Music Store
Announces First Quarter Sales Surpass $3 Billion, up 32% Year over Year -- Operating Profit Grows 38% -- Raises Financial Guidance

March

"Amazon Unbox on TiVo" Available, Offering Over 1.5 Million Broadband-Ready TiVo Subscribers Access to Thousands of Movies and TV Shows
Launches Classical Music Blowout Store

February

Announces Fourth Quarter Sales up 34%; Media Grows 25%; Electronics and Other General Merchandise Grows 55%
Announces Jewelry and Watches Sales up More Than 100% in Fourth Quarter 2006

January

Launches Endless.com, a shoe and handbag website that offers over 15,000 styles and free overnight shipping on all products

2006

December

CustomFlix Announces Support for Amazon Unbox
Announces 12th Holiday Season is Best Ever

November

Voted #1 in Customer Service According to National Retail Survey
Consumer Electronics Store Announces New Interest-Free Financing, Click-to-Call and Premium

Delivery on Select Electronics
Amazon.com Lets "Customers Vote" for Extraordinary Holiday Deals

October

Amazon.com Jewelry and Watches Sales up More Than 100% in Third Quarter 2006

September

Launches Amazon UnboxTM, 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

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

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

May

Announces Jewelry and Watch Sales Up More Than 100 Percent in First Quarter 2006

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

March

Launches Amazon Simple Storage Service (S3)

February

Launches Amazon Connect
Announces Jewelry Sales Up More Than 100 Percent in Fourth Quarter 2005
Acquires Shopbop.com

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

2005

December

Announces Customers Ordered over 108 Million Items Worldwide During 11th Holiday Season

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

October

Alexa Web Information Service Launches on Amazon Web Services Web Site
Announces Fulfillment Agreement with Drugstore.com

September

Launches The Hollywood Prescription
Opens Customer Service Center in Kennewick, Washington

August

A9.com Launches Maps Launches Amazon Shorts
Launches the First The O.C.-Branded Women's Fashion Collection

July

Launches Special Deliveries with Select Celebrities and UPS
Acquires CustomFlix Labs, Inc.

June

Celebrates 10th Anniversary with Employee Event Featuring Performances by Bob Dylan, Norah Jones and Bill Maher
Announces Second Short-Film Competition

May

Introduces Amazon Wedding

April

Acquires BookSurge LLC

February

Introduces Amazon Prime
Announces Nonprofit Innovation Award

January

Announces Diane Von Furstenberg Alliance
A9.com Launches Yellow Pages

2004

December

Announces Opportunity to Contribute to American Red Cross Tsunami Disaster Relief Efforts on Amazon.com
Reports Busiest Holiday Season Ever

November

A9.com Introduces Toolbar for Mozilla Firefox
Launches Amazon Theater

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

September

Acquires Joyo.com Limited
Launches Paris Hilton Jewelry Line Exclusively on Amazon.com
Subsidiary A9.com Launches New Web Site and A9 Toolbar

June

Opens Software Development Center in Scotland

May

Announces The Bombay Company Alliance

April

Opens Jewelry Store

January

Introduces Presidential Candidates Feature

2003

December

Opens Health & Personal Care Store

November

Opens Gourmet Food Store

October

Introduces Search Inside The Book™
Launches A9.com, Inc. Subsidiary

September

Opens Sports & Outdoor Store

June

Launches Amazon Services, Inc. Subsidiary

April

Announces National Basketball Association Alliance

2002

November

Opens Apparel & Accessories Store

September

Opens Office Products Store

August

Lowers Free Super Saver Shipping Threshold to $25

July

Launches Amazon Web Services

June

Launches Amazon.ca (Canada)

2001

October

Introduces Look Inside The Book™

September

Announces Target Stores Alliance

August

Introduces In-Store Pick Up

April

Announces Borders Group Alliance

2000

November

Launches Amazon.co.jp (Japan)
Launches Marketplace
Introduces First Free Super Saver Shipping Offer (Orders Over $100)

October

Opens Camera & Photo Store

August

Announces Toys "R" Us Alliance
Launches Amazon.fr (France)

May

Opens Kitchen Store

January

Opens Customer Service Center in Huntington, West Virginia

1999

December

Jeff Bezos Named Time Magazine "Person Of The Year"

November

Opens Home Improvement, Software, Video Games and Gift Ideas Stores

October

Opens Customer Service Center in Tacoma, Washington
Acquires Tool Crib of the North's Online and Catalog Sales Division

September

Launches zShops

July

Opens Consumer Electronics, and Toys & Games Stores

June

Acquires Alexa Internet

May

Opens Fulfillment Centers in Campbellsville and Lexington, Kentucky

April

Opens Fulfillment Center in Coffeyville, Kansas

March

Launches Amazon.com Auctions

January

Opens Fulfillment Center in Fernley, Nevada

1998

November

Opens DVD/Video Store

October

Launches First International Sites - Amazon.co.uk (UK) and Amazon.de (Germany)

June

Opens Music Store

April

Acquires Internet Movie Database

February

Launches Amazon.com Advantage Program

1997

November

Opens Fulfillment Center in New Castle, Delaware

September

Introduces 1-Click™ Shopping

May

Announces IPO, Begins Trading on NASDAQ Under "AMZN"

1996

July

Launches Amazon.com Associates Program

1995

July

Amazon.com Sells First Book, "Fluid Concepts & Creative Analogies: Computer Models of the Fundamental Mechanisms of Thought"

1994

July

Company Incorporated

INTERNATIONAL TIMELINE

Amazon.co.uk

2012

Launches Kindle Touch and Kindle Touch 3G
Announces M&S Outlet on Amazon Webstore
Announces EL James as First Author to Sell One Million Kindle Books

2011

Launches All-new Kindle
Launches Checkout by Amazon
Announces Amazon App for Android
Acquires LOVEFiLM International Limited

2010

Introduces Universal Wish List
Announces Kindle for iPad App
Launches Musical Instruments and DJ Store
Launches Grocery Store
Announces new generation of Kindle
Launches Pet Supplies Store
Opens Apparel Store with Exclusive Heidi Klum Collection

2009

Launches Office Supplies Store
Launches Lighting Store
Launches Outlet Store
Launches innovative new credit card with MasterCard
Announces Javari.co.uk
Launches Car & Motorbike store
Announces Frustration-Free Packaging Initiative
Announces Call of Duty: Modern Warfare 2 as biggest selling product of 2009

2008

Opens Fulfillment Center in Swansea Bay, Wales
Launches Health & Beauty
Exclusively Offers Collector's Edition of "The Tales of Beedle the Bard"
Introduces Print-On-Demand Programme for Books
Launches Amazon MP3 Music Service

2007

'Harry Potter and the Deathly Hallows' available from Amazon.co.uk and delivered to your door on 21.07.07
Amazon.co.uk launches Sports and Leisure Store
Amazon.co.uk launches Jewellery and Watches Store with Paris Hilton exclusive
Wallingford is named Uk's 'Harry-est' town as Amazon hits 1M global sales for 'Harry Potter and the Deathly Hallows'
Launches Amazon Prime
Launches Baby
Launches ShoesLaunches 'Evening Delivery' – customers order in the morning and receive later that same day

2006

Launches Wedding List Service
Opens Customer Service Center in Cork, Ireland
Fitness Store launches within Personal Care Store

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 10 GBP
Holiday Season breaks records again
Launches Gift Central
Amazon Jersey Expands To Offer CDs

2004

Opens Do-It-Yourself & Tools and Garden & Outdoors Stores
Opens Fulfillment Center in Inverclyde, Scotland
Lowers Free Super Saver Delivery Threshold to £15
Holiday Season Breaks Records
Launches DVD Rental Service
Reports Busiest Holiday Season Ever

2003

Launches Amazon Web Services
Opens Kitchen & Home Stores

2002

Launches Marketplace

2001

Opens Electronics & Photo Store
Opens Toys & Kids! Store
Launches Waterstones (www.waterstones.co.uk)
Launches Travel Store with Expedia

2000

Opens DVD/Video Store
Opens Customer Service Center in Slough, United Kingdom
Opens Software & Video Games Store

1999

Opens Music Store
Launches Auctions & zShops

1998

Begins Selling Books
Opens Fulfillment Center in Marston Gate, United Kingdom
Launches Amazon Associates Program

Amazon.de

2012

Launches Kindle Touch in Germany
Launches Amazon Student
Launches Download Store for Software and Games
Launches Shopping App for Windows Phone
Launches Amazon Family

2011

Launches Shopping App for Android
Launches German Kindle Shop
With Kindle Direct Publishing Publishers and Authors can Publish Books in the Kindle Shop
Launches First Kindle with German Language Navigation
Launches Checkout by Amazon
Launches Javari.de
MYHABIT.com Ships to Germany
Launches European Seller Account
Launches Trade-In for Books
Launches dm-Shop
Launches Store Value Cards

2010

Launches Shopping-App for iPhone and iPod touch
Launches Amazon MP3-App for Android
Launches Multi-Channel Fulfillment and FBA Export to Austria
Launches Universal Wishlist
Launches Grocery Store
Announces new FC in North Rhine Westphalia (NRW)
Launches Music Instruments
Opens Apparel Store with Exclusive Heidi Klum Collection

2009

Expands Free Shipping Offer to Belgium and Netherlands
Starts Free Shipping of Blu-ray Discs
Launches Amazon MP3 Music Service
Launches Office Supplies Store
Launches Lighting Store
Launches Outlet Store
Introduces Warehouse Deals
Launches Frustration-Free Packaging
Launches AmazonBasics
Over 10 million tracks are available in MP3 Store
Amazon MP3 launches in Austria & Switzerland

2008

Announces LOVEFiLM's Acquistion of Amazon's UK and German DVD Rental Business
Launches Low Price Guarantee for Shoes, Watches, Sporting Goods, Toys & Baby
Launches Automotive Store
Launches Apparel
Launches Tools
Launches Home Improvement
Launches Beauty
Launches Print on Demand and Disc on Demand Programs

2007

Launches Watches Store
Launches Customer Discussion Board
Launches Baby Store
Launches Shoes & Handbags
Launches Amazon Prime

2006

Launches Sporting Goods Store
Opens Fulfillment Center in Leipzig, Germany
Launches Advantage Program for Books, Music, DVD
Reports Busiest Holiday Season Ever

2005

Launches DVD Rental
Launches Search Inside!™
Launches Overnight Express Service
Reports Busiest Holiday Season Ever

2004

Opens Home & Garden Store
Begins Offering All Books With No Shipping Costs
Reports Busiest Holiday Season Ever
Offers Express Shipping

2003

Opens Kitchen & Home Stores
Launches Amazon Web Services

2002

Launches Marketplace

2001

Opens Electronics Store

2000

Opens DVD & Video Store
Open Software & Video Games Store
Launches Wishlist Feature

1999

Opens Music Store
Opens Fulfillment Center in Bad Hersfeld, Germany
Launches Auctions & zShops

1998

Begins Selling Books
Opens Fulfillment and Customer Service Center in Regensburg, Germany
Launches Amazon Associates Program

Amazon.fr

2012

Launches Kindle Touch and Kindle Touch 3G
Launches Tools Store
Launches Trade-In Program for Books

2011

Launches Subscribe & Save Program
Launches Kindle, Kindle Store & Kindle Direct Publishing (KDP)
Launches Trade-In Program for Video Games

2010
Launches Amazon MP3-App for Android
Opens Sports & Outdoors Store
Announces new fulfillment center in Montelimar, France
Opens Outdoor Toys Store
Opens Organic Beauty Store
Opens PC Store
Opens Musical Instruments Store
Launches Javari.fr
Announces Amazon App for iPad
Opens Apparel Store with Exclusive Heidi Klum Collection

2009

Announces Fulfillment by Amazon
Opens Office Supplies Store
Launches Amazon MP3
Opens Perfume & Beauty and Health & Personal Care Stores
Opens Baby Store
Opens Lighting Store
Opens Shoes & Accessories Store
Announces Frustration Free Packaging Initiative
Announces shipping network growth with Kiala delivery points services
Announces delivery service to Belgium, Netherlands and Luxembourg

2008

Announces Luxury Watches & Jewelry selection
Launches White Glove Delivery for Big Screen TVs
Announces Same Day Delivery in Paris
Announces Amazon Premium

2007

Opens Toy Store
Announces new Fulfillment Center in Saran, France
Launches Merchants@
Opens Watches & Jewelry Store
Opens Kitchen & Home Store
Announces La Colle Sur Loup as the "Harry-est Town" in France

2006

Launches Advantage Program

2005

Launches Search Inside!™
Opens Consumer Electronics Store

2003

Launches Marketplace

2002

Launches Amazon Associates Program

2001

Opens Software & Video Games Store

2000

Begins Selling Books, Music, Video & DVD
Opens Fulfillment Center in Orleans, France

Amazon.co.jp

2012
Launches Amazon Game Purchase Service
Launches Same Day Delivery Service in Kyusu Area and Yamaguchi Prefecture

2011
Amazon Web Services Launches Cloud Data Center
Javari.jp Launches Javari Point Service and Free 365 Day Returns Policy
Launches Amazon Showcase for iPad
Launches Free 30 Day Returns for Apparel & Fashion and Shoes & Bag Stores
Launch Print-on-demand (POD)
Announces Amazon Mobile App for Android
Launches PC Software Downloads Store
Launches Sale Day Delivery Service for Pre-order Items

2010
Launches Amazon MP3
Launches Nippon Store
Launches Free Shipping
Launches Pet items Store
Launches Scheduled Delivery

Launches Javari mobile
Launches Music Instruments store

2009

Opens Jewelry Store
Launches Association for Javari.jp
Opens Stationary and Office Products Store
Begins Selling Gift Cards at Convenience Stores
Launches Kids & Baby Store for Javari.jp
Opens DIY & Tool Store
Opens Car & Bike Store
Launches AmazonBasics

2008

Launches FBA
Opens Cosmetics Store
Opens Website for iPhone/iPod Touch
Opens Food & Beverage Store
Opens Javari.jp

2007

Launches Amazon Prime
Launches Shoes & Apparel
Launches Baby & Maternity
Launches Watch
Launches Merchant@amazon.co.jp
Launches CVS Delivery

2006

Launches Amazon Mobile Search by Email
Launches Advantage Program
Launches Health & Beauty Store

2005

Re-launches Associates Central
Announces Customers' Choice in Book Store
Launches Search Inside!™
Opens Fulfillment Center in Ichikawa, Japan
Opens Sports Store

2004

Opens Computer Store
Launches Toys & Hobby Store
Enhances Mobile Phone Service

2003

Opens Electronics Store
Launches Amazon Web Services
Opens Home & Kitchen Store

2002

Announces English Navigation
Launches Marketplace

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

2000

Begins Selling Books

Amazon.cn

2012

Launches Global Selling
Launches Pet Store

2011
Launches China Bookstore
Launches 'Selling on Amazon' and 'Fulfilled by Amazon'
Announces Android Application for Chinese customers
Adopts Simplified Name “Amazon China” and Short Domain”Z.cn”

2010

Launches Apparel Store
Launches Office Product Store
Introduces New web UI
Introduces Baby Store and Dry Food Store

2009

Introduces Amazon Anywhere
Launches Shoe Store

2007

Joyo Re-brands as Joyo Amazon

2006

Joyo Becomes the Largest Online Chinese Bookstore

2004

Amazon Acquires Joyo.com

Amazon.ca

2012

Launches Baby Store

2011

Launches Tools & Building Supplies Store

2010

Announces Free Super Saver Shipping On Orders Over $25
Launches Sports & Outdoors Store

2009

Kindle and more than 300,000 books in the Kindle Store available to customers
Launches Home & Garden Store

2008

Launches "High-Def 101" Customer Knowledge Center
Launches Electronics Store

2007

Norah Jones' "Not Too Late" Becomes Most Pre-Ordered Album of All Time on Amazon.ca
Pre-Orders of "Harry Potter and the Deathly Hallows" Eclipse Previous Day-One Pre-Order Record
Announces "Harry Potter and the Deathly Hallows" is the Bestselling Book in the Site's History
Amazon.ca Reports Record Holiday Season

2006

Announces Canadian Artist of the Month Program in Celebration of Canada
Announces Shortlist for 2005 First Novel Award

2005

Teams with Talis to offer libraries profitable approach to stock disposal
Launches Search Inside!

2004

Reports busiest holiday season ever

2003

Launches Marketplace

2002

Begins Selling Books, Music, Video & DVD
Opens Software and Computer & Video Games Stores

Amazon.it

2012
Launches Kindle Touch and Kindle Touch 3G
Announces Amazon App for Android
Launches Lightening store

2011

Announces Home and Garden Store
Launches Shoes Store
Opens Sports and Outdoors Store
Launches Kindle, Kindle Store & Kindle Direct Publishing (KDP)

2010

Begins Selling Books, Music, Video & DVD
Opens Electronics Store
Opens Toys Store
Announces Jewelry and Watches Store

Amazon.es

2012

Launches Kindle Touch and Kindle Touch 3G
Announces Amazon App for Android

2011

Begins Selling Books, Music, Video & DVD
Announces Home and Garden Store
Opens Electronics Store
Launches Toys Store
Announces Jewelry and Watches Store
Launches Kindle, Kindle Store & Kindle Direct Publishing (KDP)

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