



HAND DELIVERED

February 18, 2010

Honorable Richard J. Durbin  
United States Senate  
Hart Senate Office Building Room 309  
Washington, DC 20510

Dear Senator Durbin:

Thank you for your letter of January 29, 2010, regarding Amazon's business in China.

Amazon opened on the World Wide Web in July 1995 and today offers millions of unique 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, in conjunction with its overseas affiliates, operate websites, including [www.amazon.com](http://www.amazon.com), [www.amazon.co.uk](http://www.amazon.co.uk), [www.amazon.de](http://www.amazon.de), [www.amazon.co.jp](http://www.amazon.co.jp), [www.amazon.fr](http://www.amazon.fr), [www.amazon.ca](http://www.amazon.ca) and, primarily for Chinese customers, [www.joyo.com](http://www.joyo.com) or [www.amazon.cn](http://www.amazon.cn).

Most of the overseas businesses are operated locally, largely with local employees and managers, and offer products and services sourced largely from the region (e.g., chosen and purchased from regional vendors), and are designed for and cater to local consumer needs, cultures, languages, currencies, and laws. These overseas websites are retail destinations and, as a general matter, do not offer communication services to customers. Thus, in China, for example, we do not operate a network or Internet search engine.

Our business in China has its roots in Joyo.com, which was founded in 2000. In 2004, when Amazon acquired Joyo.com Limited, the Joyo.com website was already one of the leading online shopping platforms in China and was rebranded as "Joyo Amazon" in 2007. Today the site offers customers hundreds of thousands of items in 22 categories including electronics, media, watches, mother/baby products, kitchen, and health/personal care.

Joyo Amazon provides COD delivery to hundreds of cities throughout China, and same-day delivery to customers in Beijing, Shanghai, and Guangzhou. There are four fulfillment centers: in Beijing; in Suzhou (in the southeast, about 100 km from Shanghai); in Guangzhou (in the south, near Hong Kong); and in Chengdu (to the southwest -- the capital of the Sichuan province).

The Beijing fulfillment center is the largest, at 40,000 square meters. It can hold 12 million items, and brings Joyo Amazon's total fulfillment center capacity in China to over 75,000 square meters. The Beijing facility has modern logistics equipment and, together with the hardware and software that support it, provides Chinese customers a more enjoyable shopping experience. The Joyo Amazon headquarters and customer service center (which responds to emails and calls from Chinese customers) also are located in Beijing. Joyo Amazon is managed and staffed by Chinese nationals who best understand -- and who are focused on serving -- Chinese customers.

Our experience with China, including interactions with government licensing agencies, has been positive, and our biggest challenge has been to manage the high growth rate for Joyo Amazon. This is a great

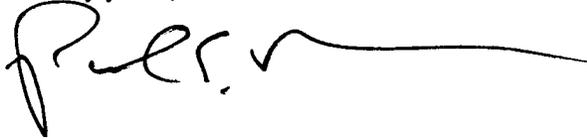
challenge to have, of course and, with investments such as in the Beijing fulfillment center, we look forward to meeting it on behalf of our customers.

Amazon has long been committed to protecting the privacy of customers. We know that customers care how information about them is used and shared, and we appreciate their trust that we will do so carefully and sensibly. We have supported important privacy legislation, such as Senator Feingold's bill for a Library, Bookseller, and Personal Records Privacy Act. We also are committed to free expression, and we are long-time supporters of the American Booksellers Foundation for Free Expression. In addition, Amazon has long been a leading proponent of maintaining the fundamental openness of the Internet and is a strong supporter of net neutrality.

Because Amazon's business in China does not include operating a network or Internet search engine, and because Joyo Amazon is run locally within China, we have not participated in the Global Network Initiative, which seems largely inapplicable to Amazon, and we did not know about or attend the open house last autumn. We are planning to stay abreast of developments in the GNI and, of course, we will keep focusing on customers, including their expectations for data privacy and security.

Thank you again for your letter and for the opportunity to respond.

Sincerely yours,

A handwritten signature in black ink, appearing to read "P. Misener", with a long horizontal flourish extending to the right.

Paul Misener  
Vice President, Global Public Policy