TiVo and Amazon.com Announce New Service Enabling Amazon Unbox Video Downloads to TiVo; TiVo Subscribers Will Soon Be Able to Watch Amazon Unbox Movies and TV Shows on Their TVs

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TiVo Inc. (NASDAQ: TIVO), the creator of and a leader in television services for digital video recorders (DVRs), and Amazon.com (NASDAQ: AMZN) today announced "Amazon Unbox on TiVo," a soon-to-be-launched service feature that will provide TiVo subscribers with the ability to rent and purchase movies and television shows from leading studios and networks including CBS, Fox Entertainment Group, Lionsgate, Paramount Pictures, Universal Studios Home Entertainment and Warner Bros. Entertainment. Amazon Unbox on TiVo is currently in beta testing among a select group of TiVo subscribers and will be available soon to more than 1.5 million broadband-ready TiVo boxes.

The Amazon Unbox video download service, which launched in September 2006, offers thousands of movies, television shows and other videos for download to PCs and any Windows Media Video-compatible portable device. Now, in addition to PCs and portable devices, movies and television shows will be available to download directly to a customer's TiVo box for playback on their television set. This is the first service that uniquely allows for downloadable broadband video to be integrated with programming recorded from TV so the consumer can easily navigate all viewing options.

"TiVo is taking the best way to watch TV and making it the best way to get popular movies and television shows from major Hollywood studios," said TiVo's CEO, Tom Rogers. "Now, TiVo subscribers can rent and purchase movies and TV shows and download them to their television set - all without leaving their homes."

"By teaming up with TiVo, we are offering our customers another great way to watch their Unbox videos," said Bill Carr, vice president of digital media at Amazon. "Amazon Unbox offers customers the flexibility to watch their favorite videos where and when they want to whether that is on their PC, portable device or TV set through their TiVo box."

To activate the service, subscribers will simply log on to Amazon.com and follow a few simple steps to establish a link between their broadband connected TiVo Series2(TM) or Series3(TM) box and their Amazon account. Once the initial set up is complete, eligible movies or television shows from Amazon Unbox can be downloaded directly to the customer's TiVo box. After the movie has been downloaded, the title will automatically appear in the subscriber's TiVo "Now Playing" list with all of their other recorded shows, easily viewed with just a click of the TiVo remote.

Customers can purchase television episodes for $1.99, purchase most movies for between $9.99 and $14.99, or rent movies starting at $1.99. As an added bonus, all purchased videos are automatically stored in each customer's "Your Media Library" at Amazon.com for future access and download.

"The television is and will continue to be the preferred platform for watching video content, and TiVo is leading the charge in offering broadband-delivered content to the living room," said Tara Maitra, TiVo's vice president and general manager, programming. "By adding Amazon Unbox on TiVo,we are expanding the TiVoCast service to include movies, television shows and other premium content, giving TiVo subscribers access to the full range of video programming a consumer may want."

For more information on Amazon Unbox on TiVo visit www.tivo.com/amazon or www.amazon.com/unbox. TiVo is available for as low as $69.99, after mail-in rebate and service commitment at leading consumer electronics stores.

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 health and personal care, jewelry and watches, gourmet food, sports and outdoors, apparel and accessories, books, music, DVDs, electronics and office, toys and baby, and home and garden.

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, and www.joyo.com.

As used herein, "Amazon.com," "we," "our" and similar terms include Amazon.com, Inc., and its subsidiaries, unless the context indicates otherwise.

About TiVo Inc.

Founded in 1997, TiVo (NASDAQ: TIVO) pioneered a brand new category of products with the development of the first commercially available digital video recorder (DVR). Sold through leading consumer electronic retailers, TiVo has developed a brand which resonates boldly with consumers as providing a superior television experience. Through agreements with leading satellite and cable providers, TiVo also integrates its full set of DVR service features into the set-top boxes of mass distributors. TiVo's DVR functionality and ease of use, with such features as Season Pass(TM) recordings and WishListÂ®searches and KidZone have elevated its popularity among consumers and have created a whole new way for viewers to watch television. With a continued investment in its patented technologies, TiVo is revolutionizing the way consumers watch and access home entertainment. Rapidly becoming the focal point of the digital living room, TiVo's DVR is at the center of experiencing new forms of content on the TV, such as broadband delivered video, music and photos. With innovative features, such as TiVoToGo(TM) and online scheduling, TiVo is expanding the notion of consumers experiencing "TiVo, TV your way.Â®" The TiVoÂ®service is also at the forefront of providing innovative marketing solutions for the television industry, including a unique platform for advertisers and audience measurement research. The Company is based in Alviso, California.

TiVo, Season Pass, TiVoToGo, WishList, the slogan "TiVo, TV your way.," Series2, Series3, and the TiVo logo are trademarks of TiVo Inc. or its subsidiaries worldwide. Â© 2007 All rights reserved.

Forward-Looking Statement

This announcement contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the 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, 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, significant amount

of indebtedness, inventory, limited operating history, government regulation and taxation, payments, fraud, consumer trends, and new business areas. More information about factors that potentially could affect Amazon.com's or TiVo's financial results is included in Amazon.com's and TiVo's filings with the Securities and Exchange Commission, including Amazon.com's Annual Report on Form 10-K for the year ended December 31, 2005, and all subsequent filings and TiVo's Annual Report on Form 10-K for the year ended January 31, 2006, and all subsequent filings.

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