

Amazon Publishing Launches Christian Imprint, Waterfall Press

Brilliance Publishing's new Christian imprint debuts with The Four Best Places to Live by Mark Buchanan, When You Need a Miracle by Cherie Hill, and The Quiet Revolution by Jay Hein

SEATTLE—Jan. 23, 2014—(NASDAQ: AMZN)—Amazon Publishing today announced the launch of Waterfall Press, a new Christian imprint that will specialize in faith-based non-fiction and fiction. Waterfall Press non-fiction will aim to provide spiritual refreshment and inspiration to today's Christian reader, while fiction will include stories in the romance, mystery, and suspense genres. Waterfall Press titles will be published by Brilliance Publishing, part of the Amazon.com group of companies, which currently offers readers self-help and personal growth books under the Grand Harbor Press imprint.

"Brilliance has over 12 years of experience serving the Christian market as audiobook publisher of some of the most successful Christian authors writing today," said Mark Pereira, President and Publisher of Brilliance Publishing. "We are excited to expand our offering to readers of faith-based material by publishing original Christian content with enduring appeal."

Waterfall Press debuts with a selection of fiction and non-fiction in 2014 including:

- Mark Buchanan's *The Four Best Places to Live* (February 2014), which reveals the surprising truth about how the best places to live are not based on climate, employment opportunities, or cost of living, but rather on places to experience joy, peace, and belonging according to Scripture.
- Best-selling, self-published author Cherie Hill's *When You Need a Miracle* (April 2014), which discusses the critical steps of faith you need when you find yourself at life's most challenging crossroads.
- *The Quiet Revolution* by Jay Hein (June 2014). Hein, Director of the White House Office of Faith-Based and Community Initiatives under President George W. Bush, provides an insider's perspective on how presidents have rallied Americans to serve their nation by volunteering in their individual communities and speaks to the importance of service in improving lives around the world.

Waterfall Press will also publish shorter content, including upcoming works by Pastor Bryan Wilkerson (*Living Deep*, March 2014); Pastor Dan Meyer (*Discovering God*, April 2014); and the editors of global media ministry Christianity Today (*Billy Graham; Leading With Love*, April 2014).

Editorial oversight for Waterfall Press will be led by Tammy Fixel, who brings 30 years of experience in the Christian publishing industry through prior posts at Tyndale House Publishers and Oasis Audio. Several of the books on the launch list—including *The Four Best Places to Live* and *The Quiet Revolution*, will be published in collaboration with Christianity Today.

"The breadth of Amazon's opportunities creates a dynamic bridge between the author and reader that can move the content conversation to a growing global audience," said Harold Smith, President and CEO of Christianity Today.

Brilliance Publishing, part of the Amazon.com group of companies, is a Michigan-based, full-service book publisher, publishing Christian fiction and non-fiction and personal growth and self-help books in print, eBook and audiobook formats under its two imprints. With a growing catalog of titles from over 500 authors (including Tom Clancy, Stephen Covey, Nora Roberts, Rick Riordan, and others), Brilliance Audio provides audiobooks in the popular categories of inspiration/self-help, romance, mystery, suspense and thrillers, science fiction and fantasy,

business, and biography; and for children and young adults. Brilliance Audio recordings are available for the retail and library markets on compact disc, MP3-formatted compact discs, and files for download.

Waterfall Press joins sister imprints 47North, AmazonCrossing, AmazonEncore, Amazon Publishing, Grand Harbor Press, Jet City Comics, Kindle Worlds, Lake Union, Little A, Montlake Romance, Skyscape, StoryFront, Thomas & Mercer, and Two Lions in the Amazon Publishing family. For more information about all imprints of Amazon Publishing, visit www.apub.com.

For more information on Waterfall Press and upcoming titles, visit www.brilliancepublishing.com/waterfall

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Forward-Looking Statements

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, new products, services and technologies, potential fluctuations in operating results, international expansion, outcomes of legal proceedings and claims, fulfillment and data center optimization, seasonality, commercial agreements, acquisitions and strategic transactions, foreign exchange rates, system interruption, inventory, government regulation and taxation, payments and fraud. More information about factors that potentially could affect Amazon.com's financial results is included in Amazon.com's filings with

the Securities and Exchange Commission, including its most recent Annual Report on Form 10-K and subsequent filings.