

PRESS RELEASE

ABEBOOKS.COM LAUNCHES 'CHANNEL PROGRAM' FOR SELLING ON AMAZON

(Victoria, BC – 25 May 2010) AbeBooks.com has launched the AbeBooks' Channel Program to provide booksellers who have AbeBooks accounts the opportunity to easily list their books for sale on Amazon.com.

Booksellers wishing to participate must have a five-star rating on AbeBooks and have sold books using AbeBooks for at least six months. The Channel Program is initially open to US-based sellers and applications are now being accepted. The pilot program ends in the summer. Each applicant will be vetted by AbeBooks.

Many booksellers sell used books through multiple online marketplaces. However, many AbeBooks sellers do not list on Amazon.com. The Channel Program will allow these sellers to seamlessly place their books in front of a larger customer base, while increasing the selection of antiquarian, out-of-print, non-ISBN, rare and collectible books on Amazon.com.

Orders placed with Channel Program participants through Amazon.com are tracked via the existing AbeBooks order management system, and sellers can manage their inventory easily and quickly from their AbeBooks accounts without having to master a new system.

AbeBooks previously offered its booksellers the opportunity to list books on Amazon.com and that program, which operated from 2002 to 2005, ended when AbeBooks decided to concentrate on growing its own business. In December 2008, when Amazon acquired AbeBooks, the door reopened for implementing a new program.

The Channel Program is affordable. Booksellers do not pay any additional subscription fees to participate, and Channel Program sales are subject to a commission in addition to the standard fees for selling on Amazon.com.

"We have high expectations," said Shaun Jamieson, AbeBooks' Director of Sales and Account Management. "We're going to help independent used booksellers reach more customers and sell more books, while increasing the selection of books for sale on Amazon.com."

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AbeBooks Inc. is an online marketplace for books. More than 140 million new, used, rare, and out-of-print books are offered for sale through the AbeBooks websites from thousands of booksellers around the world. Visit <http://www.abebooks.com/>

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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 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.