

**FOR IMMEDIATE RELEASE**

## Prime Day Boosts Amazon Prime

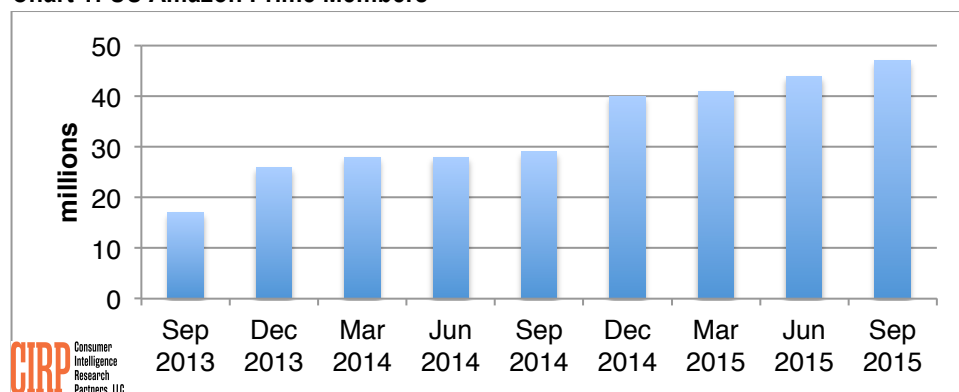
### US Prime Membership Increases to 47 Million Members

CHICAGO, IL – Tuesday, October 20, 2015 - Consumer Intelligence Research Partners, LLC (CIRP) today released analysis of buyer shopping patterns for Amazon, Inc. (NASDAQ:AMZN) for the July-September 2015 quarter.

This analysis indicates that Amazon Prime now has 47 million US members, spending on average about \$1,200 per year, compared to about \$600 per year for non-members.

As of September 30, 2015, CIRP estimates that in the US, 46% of Amazon customers are Prime members, which translates to about 47 million Prime members (Chart 1).

**Chart 1: US Amazon Prime Members**



“US Amazon Prime membership has grown significantly since we first started measuring it in 2013,” said Josh Lowitz, Partner and Co-Founder of CIRP. “It has almost tripled in two years, with 46% of all Amazon customers in the quarter using some form of Prime membership.”

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“Amazon Prime added a net 3 million members during the third quarter of 2015, and 6 million members over the past two quarters,” said Mike Levin, Partner and Co-Founder of CIRP. “Prime Day looks like it was a big success. In the same quarter last year, Amazon Prime membership grew by 3%, adding one million net members. In the most recent quarter, Prime grew by 7% and approximately 25% of those new members reported joining to take advantage of Amazon Prime Day.”

CIRP bases its findings on surveys of 500 US subjects who made a purchase at Amazon.com in the period from July-September 2015. For additional information, please contact Mike Levin ([mike@cirpllc.com](mailto:mike@cirpllc.com)) or Josh Lowitz ([josh@cirpllc.com](mailto:josh@cirpllc.com)) at 312.344.3664. Further information on CIRP, which provides securities research to the investment community using advanced consumer market research strategies, methods, and techniques, is at [www.cirpllc.com](http://www.cirpllc.com).

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