

Mr A B Sample
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30th January 2019

Dear Mr Sample

Your personal invitation to enjoy a 30-day FREE trial of the very best entertainment package on the planet today...

And the 'very best', it certainly is.

For benefits and value - Amazon Prime is in a league of its own. Nothing even comes close.

As an Amazon customer, I'm sure you will already be aware that Prime customers have the benefit of unlimited and *very fast* delivery on millions of Amazon items. In certain areas, they can even receive their package within an hour or two of ordering.

But, the reason for my letter to you today, is to make you aware that there's **so much more** to Amazon Prime, than just an unrivalled delivery service.

Much, much more, in fact. Just have a listen to this...

When you become an Amazon Prime customer, you immediately have access to a stunning range of continually updated entertainment - including the very latest and **exclusive new TV shows and movies**, not available elsewhere - and, coming soon - **Premier League Football**.

Here's a quick summary of some of the benefits you will enjoy as a Prime customer:

- **Prime Music**, a superb ad-free music streaming service which gives you access to a massive music library of around 40 million songs
- **Amazon Instant Video**, allows you to stream thousands of shows and movies across multiple devices and computers
- **The Kindle eBook library**, which lets you borrow and enjoy books for your Kindle E-reader or Fire tablet
- **Online digital photo storage**, provides you with a secure and no limits storage, using Amazon Drive
- **Lightning Deals**, giving you heavily-discounted offers on a range of exciting products - made available in special 30-minute slots
- **FREE one-day/same day delivery**, on thousands of items sold by Amazon

Amazon Prime customers will also be able to watch **20 exclusive Premier League football matches** in a few months.

The above are just a few of the main benefits of being a Prime customer. There are

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many, many more - including **Twitch Prime** - with unique deals and content for popular video games - and **Audible Channels** - with unlimited access to 70 Podcasts and an impressive store of thousands of audio books.

It's a pretty impressive range of benefits isn't it? And it's created for you. Created to give you the **ultimate in products, choice and viewing pleasure**. And, remember, you can share your prime account with your family - so you can watch different content at the same time, on a whole range of devices, including:

Smart TVs - Samsung, Sony, LG, Panasonic, Philips, Hisense

Game Consoles - PlayStation, Xbox, Wii

Media Players - Fire TV, Fire TV Stick, Roku, Apple TV, BT TV (NEW)

Blu-ray Players - Samsung, Sony, LG

Mobiles & Tablets - Fire Tablet, iPhone & iPad, Android

PC or Laptop - via any web browser

So, what are you waiting for? Why not take advantage of your fantastic 30-Day FREE Trial offer - and start enjoying the amazing benefits of Amazon Prime straight away.

It's so easy to join the millions of people already enjoying the Prime experience. Just find the Amazon Prime Video app on your device, go to amazon.co.uk/joinprime and sign in with your Amazon account.

It's as simple as that.

We look forward to welcoming you to the Prime 'family'.

With warm regards

Russell Morris

Director, Amazon Prime Video

P.S. Don't forget. As a Prime customer, you will enjoy unlimited access to the very latest and exclusive new TV shows and movies, not available elsewhere. And you can share your Prime account with your family - so you can watch or download different content at the same time, on a whole range of devices. And Premier League football is on the way, too!