

AMAZON COM INC  
Form 3  
September 18, 2006

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *		2. Date of Event Requiring Statement	3. Issuer Name and Ticker or Trading Symbol	
Blackburn Jeffrey M		(Month/Day/Year)	AMAZON COM INC [AMZN]	
(Last)	(First)	(Middle)	09/07/2006	
P.O. BOX 81226				4. Relationship of Reporting Person(s) to Issuer
(Street)				5. If Amendment, Date Original Filed(Month/Day/Year)
SEATTLE, WA 98108-1226				(Check all applicable)
(City)	(State)	(Zip)	<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other (give title below)    (specify below) Senior Vice President	
				6. Individual or Joint/Group Filing(Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock, par value \$.01 per share	240.099	I	Held by the reporting person's Amazon.com 401(k) plan account

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Title			

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		Expiration Date		Amount or Number of Shares		or Indirect (I) (Instr. 5)	
Employee Stock Option (Right to Buy)	05/14/2003 <sup>(1)</sup>	09/06/2011	Common Stock	79,500	\$ 7.93	D	Â
Restricted Stock Unit Award	05/15/2008 <sup>(2)</sup>	02/15/2009	Common Stock	3,248	\$ 0 <sup>(5)</sup>	D	Â
Restricted Stock Unit Award	11/15/2006 <sup>(3)</sup>	02/15/2010	Common Stock	107,095	\$ 0 <sup>(5)</sup>	D	Â
Restricted Stock Unit Award	05/15/2010 <sup>(4)</sup>	02/15/2011	Common Stock	59,842	\$ 0 <sup>(5)</sup>	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Blackburn Jeffrey M P.O. BOX 81226 SEATTLE, WA 98108-1226	Â	Â	Â Senior Vice President	Â

## Signatures

Jeffrey M. Blackburn, Senior Vice President 09/14/2006

\_\_Signature of Reporting Person Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 5(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Exercised as to 70,500 options, with the remaining 79,500 options currently unvested. This award vests at the rate of 5.00% on November 14, 2006 and an additional 5.00% for each 3-month period thereafter through February 14, 2008.
- (2) Vests at the rate 25.00% on May 15, 2008 and an additional 25.00% for each 3-month period thereafter through February 15, 2009.  
Vests at the rate of 5.00% on November 15, 2006, 7.50% on November 15, 2007, 9.37% on May 15, 2008 and an additional 9.37% for
- (3) each 3-month period thereafter through February 15, 2009, 12.50% on May 15, 2009 and an additional 12.50% for each 3-month period thereafter through February 15, 2010.
- (4) Vests at the rate of 25.00% on May 15, 2010 and an additional 25.00% for each 3-month period thereafter through February 15, 2011.
- (5) Converts into Common Stock on a one-for-one basis.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, See Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.