

Kindle Devices Now Available on SOUQ.com



kindle

Available now on SOUQ

Starting today, customers in United Arab Emirates, Bahrain, Kuwait, and Oman can buy Kindle devices from SOUQ.com, including the bestselling Kindle Paperwhite and our most advanced e-reader—Kindle Oasis

With Kindle, readers have access to the world's best eBook selection on Amazon.com, including over one million titles in English, Arabic, French and Hindi, including over 12,000 Arabic-language Kindle books from leading authors

August 28, 2018—(NASDAQ: AMZN)—Amazon and SOUQ.com today announced customers in United Arab Emirates, Bahrain, Kuwait and Oman can shop the latest Kindle devices, including the bestselling Kindle Paperwhite and our most advanced e-reader, Kindle Oasis, now on SOUQ.com (<https://uae.souq.com/ae-en/ae-kindle/c>).

“We are delighted to make books more accessible by bringing the bestselling e-readers in the world to our customers in the UAE,” said SOUQ.com CEO and Co-Founder Ronaldo Mouchawar. “Our customers will now be able to carry their most loved books in a single device and will be able to seek knowledge on the go. As part of the Amazon family, we’re thrilled to add Kindle to our broad selection of more than 9.4 million items.”

“Kindle devices are built from the ground up for readers—they hold thousands of books, offer a battery life that is measured in weeks, feature a no-glare display so you can read even in bright sunlight, and more,” said Kevin Keith, Vice President, Amazon Devices. “We’re thrilled to bring the features that readers love about Kindle to SOUQ.com customers. With Kindle, readers can access the vast selection of books on Amazon.com in the Kindle Store—more than one million titles, and now including more than 12,000 Arabic language Kindle books.”

Beginning today, customers can shop Kindle devices on SOUQ.com, including Kindle Oasis, Kindle Paperwhite and Kindle.

Kindle Oasis—Featuring a 7-inch, 300 ppi Display and Waterproof Design

Kindle Oasis features our largest, highest-resolution Paperwhite display and a thin and light ergonomic design so you can read comfortably for hours. It is the first waterproof (IPX8) Kindle, allowing you to read in even more places. Just like all Kindle devices, the Kindle Oasis has a battery life measured in weeks, not hours—and it includes a fast-charging capability that allows it to go from no battery to fully charged in less than two hours. Plus, it has the fastest page turns of any Kindle e-reader. The crisp, laser-quality text reads like paper with uniform display lighting and no glare, even in bright sunlight. The [Kindle Oasis](#) is available starting today for AED 999.

Kindle Paperwhite—The Most Popular and Bestselling Kindle

Kindle Paperwhite is our bestselling Kindle. It features a built-in adjustable light so you can read day or night. Kindle Paperwhite has a 6-inch 300 ppi high-resolution display that delivers crisp, laser-quality text. [Kindle Paperwhite](#) is available starting today. As a special introductory offer, starting today through September 9, Kindle Paperwhite is AED 399 (regularly AED 479).

Kindle—The Lightest and Most Affordable E-reader

Weighing just 161 grams, Kindle is small and light, making it easy to take your library with you on-the-go. Kindle features a 6-inch display that is easy on the eyes and reads like real paper. Plus, the high contrast touchscreen display eliminates glare in any setting, even in direct sunlight. [Kindle](#) is available starting today. As a special introductory offer, starting today through September 9, Kindle is AED 259 (regularly AED 309).

Special Back-to-School Kindle Deal from August 28th – September 9th.

For a limited time only, the Kindle Paperwhite is now available on SOUQ.com for AED 399 and the 6-inch Kindle is available for only AED 259.

Features Readers Love About Kindle

SOUQ.com customers can now experience the features that have made the Kindle family the most popular e-readers in the world, including:

- The world's best eBook store—Find more than one million Kindle books, and now including over 12,000 Arabic titles on Amazon.com (www.amazon.com/kindlebooks).
- Popular Arabic language titles—Find Arabic language titles including books from leading authors like Naguib Mahfouz, and Nizar Qabani, best-sellers like *Al Aswad Yaliko Biki*, *Ghorbat Alyasamine*, *The Granada Trilogy*, and *Harbo Alkalbi Athania* (winner of the 2018 International Prize for Arabic Fiction), classics like Ibn Khaldoun's *Muqadimah*, Al-Mutanabbi's anthology, and *Kalila wa Dimna*, as well as translated English language bestsellers like *The Life-Changing Magic of Tidying Up*, *How to Win Friends and Influence People*, *Diary of a Wimpy Kid*, *Rich Dad Poor Dad*, and *Harry Potter and the Philosopher's Stone* on Amazon.com (www.amazon.com/KindleArabic).
- Reads like real paper—A no-glare display perfect for reading, even in bright sunlight.
- Carries thousands of books—Easily take your library with you on-the-go.
- Weeks of battery life—A single charge lasts for weeks.

- Read books your way—Personalize your ideal reading settings on your Kindle device with a selection of fonts, font sizes, boldness levels, and text alignment options.
- Buy once read everywhere—With Whispersync, save and synchronize your last page read, bookmarks, and annotations from your Kindle eBook across all of your Kindle devices and the free Kindle app, so you can always pick up where you left off on any device.
- Worry-free archive—Automatically backs up your Kindle books in the cloud so you never need to worry about losing your books—re-download your books wirelessly anytime for free.
- Time to Read—Tells you how much time it will take to finish a chapter or a book based on your personalized reading speed.

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit amazon.com/about and follow [@AmazonNews](https://twitter.com/AmazonNews).

About SOUQ.com

SOUQ.com is an online retail and marketplace website in the Arab region, featuring more than 9.4 million products across 31 categories such as consumer electronics, fashion, health and beauty, household goods, and baby. Today, SOUQ.com attracts over 45 million visits per month, with localized operations in the KSA, UAE and Egypt. SOUQ.com offers a convenient and safe online shopping experience with secure online payments, and option to pay cash on delivery. For more information, visit www.SOUQ.com.

ABOUT SOUQ.COM

About Amazon:

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information,

visit www.amazon.com/about

About SOUQ.com:

SOUQ.com is an online retail and marketplace website in the Arab region, featuring more than 9.4 million products across 31 categories such as consumer electronics, fashion, health and beauty, household goods, and baby. Today, SOUQ.com attracts over 45 million visits per month, with localized operations in the KSA, UAE and Egypt. SOUQ.com offers a convenient and safe online shopping experience with secure online payments, and option to pay cash on delivery. For more information, visit www.SOUQ.com.

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