



## Press Release

### Amazon.com Auctions and Spelling Television Give Fans a Chance to Own a Piece of Melrose Place

#### One-of-a-Kind Items from the Hit Show Now on Display; Spelling Television, FOX, Planet Hollywood, ARTISTdirect, and Amazon.com Join Forces in Charity Auction

SEATTLE, May 12--/PRNewswire/-- Setting the stage for the series finale of *Melrose Place*, wardrobe, props, and furnishings used in the hit FOX Broadcasting Company television show, produced by Spelling Television, are now on display at Amazon.com (NASDAQ: AMZN), the exclusive auction site for this unique online charity auction of memorabilia from a major television series.

The items now on view include former *Melrose Place* resident hunk Jake Hanson's black leather boots and the wedding dress that the doomed Sydney Andrews wore when she perished on what was to be her special day with Craig Field. Fans can go to [www.amazon.com/auctions](http://www.amazon.com/auctions) to get a sneak preview of items up for auction.

Bidding on *Melrose Place* items begins on May 17 after 6:00 p.m./9:00 p.m. (PDT/EDT), a week before the show completes its seventh and final season on FOX on May 24, 1999 (8:00 to 9:00 p.m. PDT/EDT). The auction is part of the series' farewell celebration that includes *Melrose Place* parties at regional Planet Hollywood restaurants nationwide. Net proceeds of the 10-day online charity auction will benefit the American Cancer Society and Big Brothers Big Sisters of America.

"I'm delighted that we'll be able to thank our loyal fans for seven fantastic years by making it possible for them to take home a piece of *Melrose Place*," Aaron Spelling, executive producer, said. "The tremendous interest in the show and its final season is certain to raise significant proceeds for our two charities."

"This is a wonderful opportunity for anyone to own something from a popular and memorable TV series while helping two great charities," said Allen Olivo, vice president of marketing at Amazon.com. "It illustrates how the Internet can bring millions of *Melrose Place* fans together, wherever they are, to bid on a favorite item at Amazon.com Auctions."

Visitors to the Melrose auction site can also link to [www.melroseplace.com](http://www.melroseplace.com) to register to win the original *Melrose Place* apartment complex sign and other exciting prizes.

Among the hundreds of items up for auction are furnishings and accessories from *Melrose Place* apartments, offices, and popular hangouts; numerous large props, including apartment doors from the Melrose apartment complex and a Shooters pool table; wardrobe and jewelry, including lingerie and wedding gowns; hand props such as engraved watches, license plates, hospital badges, and office signs; production items, including set blueprints and the original model of the courtyard; and publicity items such as autographed cast photos, posters, scripts, and more. Bidding for most items will conclude on May 24 and 25.

Immediately after the series finale comes to a dramatic end, a special auction, including items from the final episode, will become available for bidding (after 9:00 p.m. PDT /12:00 a.m. EDT) and will close on May 27, 1999.

The auction is a collaboration among Amazon.com; Spelling Television and its merchandising division, Hamilton Projects; and ARTISTdirect. FOX and Planet Hollywood are celebrating the series finale with special parties at regional Planet Hollywood locations across the country. In addition, many *Melrose Place* auction items will be on display at each Planet Hollywood leading up to the series finale.

#### About Amazon.com

Amazon.com, Inc. (NASDAQ: AMZN), the Internet's No. 1 music, No. 1 video, and No. 1 book retailer, opened its virtual doors on the World Wide Web in July 1995. Today, the Amazon.com store has expanded to offer online auctions, free electronic greeting cards, and more than 4.7 million book, music-CD, video, DVD, computer-game, and other titles, plus secure credit-card payment, personalized recommendations, and streamlined ordering through 1-Click<sup>SM</sup> technology.

Amazon.com operates two international Web sites: [www.amazon.co.uk](http://www.amazon.co.uk) in the United Kingdom and [www.amazon.de](http://www.amazon.de) in Germany. Amazon.com also operates PlanetAll ([www.planetall.com](http://www.planetall.com)), a Web-based address book, calendar, and reminder service. It also operates the Internet Movie Database ([www.imdb.com](http://www.imdb.com)), the Web's comprehensive and authoritative source of information on more than 150,000 movies and entertainment programs and 500,000 cast and crew members dating from the birth of film in 1892 to the present.

This announcement contains forward-looking statements that involve risks and uncertainties that include, among others, Amazon.com's limited operating history, anticipated losses, unpredictability of future revenues, potential

fluctuations in quarterly operating results, seasonality, consumer trends, competition, risks of system interruption, management of potential growth, risks related to auction services, and risks of new business areas, international expansion, business combinations, and strategic alliances. 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 Annual Report on Form 10-K for the year ended December 31, 1998.

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### **About Spelling Television**

Spelling Television is a division of Spelling Entertainment Group, Inc. (NYSE, PE: SP), a leading producer and distributor of television and film entertainment. In addition to Spelling Television, the company comprises Big Ticket Television, Worldvision Enterprises, and Hamilton Projects. The company has 11 series in production for the 1998/99 season and, through its combined libraries, controls approximately 10,000 hours of programming for worldwide distribution. Viacom, Inc. (NYSE: VIA; NYSE: VIAb) owns approximately 80 percent of Spelling's common stock.

### **About ARTISTdirect**

ARTISTdirect ([www.artistdirect.com](http://www.artistdirect.com)) has pioneered the development of official online stores in partnership with superstar artists, including the Beastie Boys ([www.beastieboysdirect.com](http://www.beastieboysdirect.com)), Beck ([www.beckdirect.com](http://www.beckdirect.com)), Korn ([www.korndirect.com](http://www.korndirect.com)), the Rolling Stones ([www.stonesdirect.com](http://www.stonesdirect.com)), Tom Petty and the Heartbreakers ([www.tompettydirect.com](http://www.tompettydirect.com)), and many others. ARTISTdirect Entertainment Division has pioneered the development of official online stores in partnership with DreamWorks, MGM Studios USA, Spelling Entertainment Group, Inc., and others. The ARTISTdirect network, the ultimate music destination on the Web, comprises UBL.com (the Ultimate Band List), the only music-specific search engine; iMusic, the premier music-community site on the Web; and ARTISTdirect Superstores, retail centers for leading brands and entertainment properties.

### **About Melrose Place**

*Melrose Place* is produced by Spelling Television, Inc. Aaron Spelling, E. Duke Vincent, Charles Pratt Jr., and Carol Mendelsohn are the executive producers. James Kahn is the co-executive producer. Peter Dunne is the supervising producer and Heather Locklear is the co-producer.

### **About Planet Hollywood**

Planet Hollywood is a creator and worldwide developer of consumer brands that capitalize on the universal appeal of movies, sports, music and other leisure-time activities. The Company's worldwide operations offer products and services in the retail, leisure, entertainment, and lodging sectors. Planet Hollywood International, Inc.'s Class A common stock is listed under the symbol "PHL" on the New York Stock Exchange.