



MEDIA KIT

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About Zappos.com

Established in 1999, Zappos.com, operated by Zappos Development, has quickly become the leading destination in online apparel and footwear sales by striving to provide shoppers with the best possible service and selection. The Zappos Family generates gross merchandise sales exceeding \$1 billion annually. Zappos.com currently showcases millions of products from over 1000 clothing and shoe brands. Zappos.com, Inc. was recognized in 2009, 2010 and 2011 by FORTUNE MAGAZINE as one of the "100 BEST COMPANIES TO WORK FOR". Zappos.com is also proud to be named a J.D. Power 2011 Customer Service Champion and is only one of 40 companies so named in the U.S. More information about the customer service philosophy, unique culture, and job openings can be found at <http://about.zappos.com>. More information about Zappos Insights, and its business membership program can be found at <http://www.zapposinsights.com>.



Fact Sheet

Zappos.com currently stocks millions of products from over 1000 clothing and shoe brands. Zappos.com was recognized in 2009, 2010 and 2011 by FORTUNE MAGAZINE as one of the "100 BEST COMPANIES TO WORK FOR", debuting as the highest-ranking newcomer to FORTUNE's 2009 list.

Launched: 1999

Number of Employees: Over 2,050

Management Team

Tony Hsieh

CEO

Chris Neilsen

COO and CFO

Corporate Headquarters

Zappos.com

2280 Corporate Circle

Henderson, NV

89074

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Zappos Core Values

As we grow as a company, it has become more and more important to explicitly define the Zappos core values from which we develop our culture, our brand, and our business strategies. These are the ten core values that we live by:

- 1. Deliver WOW Through Service**
- 2. Embrace and Drive Change**
- 3. Create Fun and A Little Weirdness**
- 4. Be Adventurous, Creative, and Open-Minded**
- 5. Pursue Growth and Learning**
- 6. Build Open and Honest Relationships With Communication**
- 7. Build a Positive Team and Family Spirit**
- 8. Do More With Less**
- 9. Be Passionate and Determined**
- 10. Be Humble**





Zappos.com

- J.D. Power 2011 Customer Service Champion, 2011
- WGSN Global Fashion Awards "Outstanding Customer Service" and "Outstanding Etailer" 2010
- CMG Vision Award, 2010
- Innovation All-Stars, Fast Company, 2010
- NRF Innovator of the Year, 2009, 2010
- Fortune Magazine's 100 Best Places to Work, #23 in 2009, #15 in 2010
- Recognition for Excellence in Customer Support and Service(RECSS) for Retail, 2009
- Nevada Awards, Company of the Year, 2009
- Etailer of the Year, 2009
- Company of the Year, City of Henderson, 2008
- NRF Foundation / American Express 2008 Customers' Choice Awards Top 10 (#3)
- LVIMA Viral Marketing Award 2008
- In Business Las Vegas, Large Company "Best Places to Work" 2008
- Webby Awards Official Honoree, 2007, 2008, 2009
- Psychologically Healthy Workplace Award – Nevada, 2008
- Editors' Award for Online Excellence at The Morning News, 2008
- STORES Magazine, "Class of 2008"
- Shopzilla Circle of Excellence Platinum Award winner, 2004 – 2008
- National Retail Federation "Top Ten in Customer Service" 2008
- In Business Las Vegas, Nevada Entrepreneur Award, 2007
- RIS News Fusion Award for Retail Management Excellence 2007
- Internet Retailer "Top 500"
- Inc Magazine 500
- 2008 Copernican Award
- Internet Retailer "Best of the Web"

Tony Hsieh

- AdweekMedia's Marketer of the Year, 2010
- Person of the Year, Footwear News, 2009
- Tech Nevada Hall of Fame, 2009
- Achiever of the Year, SUCCESS Magazine, 2009
- Nevada Hall of Fame, 2009
- Conrad Hilton Distinguished Entrepreneur Award, 2008
- Las Vegas Young Professionals "Mover & Shaker" Award, 2008, Las Vegas Chamber of Commerce
- Top 10 Chinese American Entrepreneurs, VIVID Magazine, 2007
- Sporting Goods Business "40 Under 40"
- In Business Las Vegas "40 Under 40"
- 2007 Ernst & Young Entrepreneur of the Year Award, Pacific Southwest
- 2007 Ernst & Young Entrepreneur of the Year Award, VC Award of Excellence (National)



Management Bio

Tony Hsieh – CEO



In 1999, at the age of 24, Tony Hsieh (pronounced Shay) sold LinkExchange, the company he co-founded, to Microsoft for \$265 million.

He then joined Zappos as an advisor and investor, and eventually became CEO, where he helped Zappos grow from almost no sales to over \$1 billion in gross merchandise sales annually, while simultaneously making *Fortune* Magazine's annual "Best Companies to Work For" list. In November 2009, Zappos was acquired by Amazon.com in a deal valued at \$1.2 billion on the day of closing.

Tony's first book, "Delivering Happiness", was published on June 7, 2010, and outlines his path from starting a worm farm to life at Zappos. Tony shows how a very different kind of corporate culture is a powerful model for achieving success and happiness. "*Delivering Happiness*", debuted at #1 on the New York Times Bestseller list and has remained on the list every week since June 2010.



Management Bio

Chris Nielsen – COO and CFO



Chris joined Zappos.com in September 2010 and is responsible for all financial and fulfillment operations. He is focused on how we WOW our customers while continuing to grow efficiently and profitably.

Prior to joining Zappos, Chris was responsible for the integration of Zappos and Amazon as well as managing Amazon.com jewelry & watches. He previously oversaw Amazon's home & garden store for four years including vendor relationships, procurement, merchandising and pricing. Chris joined Amazon in 2003 as the director for hardlines finance. Before Amazon, he spent time at Bain & Co., a business consulting firm, and Accenture. Nielsen earned a bachelor's degree in industrial engineering from Stanford University and an MBA from MIT Sloan School of Management.

Zappos.com Launches Zappos App for iPad

Offers Mobile Shopping Experience With Ease and Convenience on Lifestyle Devices Consumers Love

Henderson, NV – October 21, 2010 –Zappos.com, a leading destination in online apparel and footwear sales, has announced the launch of Zappos' first Mobile shopping application for the iPad. Within the first week of the launch, the Zappos Mobile app garnered nearly 10,000 downloads, putting the app in the Top Ten iPad apps at the Apple iTunes Store. The FREE Zappos Mobile app allows users to quickly search, shop, read reviews and make purchases on Zappos.com. Zappos shoppers can now get the famous Zappos service they have come to expect—24/7—while on the go.

The Zappos Mobile app was designed specifically as a simple shopping experience making use of the iPad's unique functions (gestures, rotational screens, pinch zoom, etc.) and works in both portrait and landscape layouts, without dropping any functionality or features. All purchases are routed through Zappos.com's secure servers just as they are on the web.

"The goal of the Zappos Mobile App was to deliver a simple shopping experience on the coolest device on the street in eons," said Ian Klassen, Zappos Mobile Program Manager. "The Zappos Mobile App does its darndest to deliver the same WOW service that Zappos.com is known for, in a fun, convenient and innovative way."

Adds Zappos.com CEO, Tony Hsieh, "There is a secret, fun surprise for people that shake their iPads in just the right way after launching the app that we think Zappos customers are going to love."

With the Zappos app for iPad, customers can shop by categories including: Shoes, Clothing, Beauty, Bags & Handbags, Accessories, Housewares, New Products and Gift Cards. Zappos.com customers also have full access to their existing account information including stored payment types, shipping addresses, favorites and order history.

The new Zappos app for iPad is great for:

- Buying new items while waiting for an appointment, instead of reading magazines from 1998.
- Shopping for the huge selection of products available from Zappos.com.
- Purchasing gifts you forgot to buy on time and know they'll get there in a time window that makes you think we're super-human.
- Browsing product images and reading customer reviews while on the bus or train, or in any situation you don't want to be talked to by strangers.
- People that like cats
- People that like people that like cats

To download the Zappos app for iPad, visit the Apple iTunes store.

About Zappos.com

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**ZAPPOS.COM INVITES THE WORLD TO JOIN THEM LIVE VIA WEBCAST FOR
BEHIND THE SCENES LOOK INTO UNIQUE CULTURE**

Historic All-Hands Meeting Will Livestream to Public; Chip Conley, Guest Speaker

Las Vegas, NV – April 22, 2010 – Zappos.com, a leader in online apparel and footwear sales, announced today that for the first time in the company’s history, they will allow the world an opportunity to get a behind the scenes look at the Zappos culture in full swing as they livestream its quarterly All Hands Meeting. The event takes place on Monday, April 26, 2010 at the Bellagio Hotel and Casino in Las Vegas where they will webcast live from 1:00-5:00 pm PST (4:00-8:00 pm EST). All are invited to attend via webcast—for free.

“We’re excited to give the rest of the world an inside peek into our quarterly all hands employee meeting,” said Zappos.com CEO, Tony Hsieh. “Each quarter, we invite a different guest speaker for part of the meeting. We’re excited to announce Chip Conley as our special guest speaker for our next meeting!”

Chip Conley, author of “PEAK: How Great Companies Get Their Mojo from Maslow,” will share his insights and how to apply them to business. There will also be various activities for Zappos employees, including Q&A, culture-building activities, and workshop exercises based on Chip’s presentation.

Viewers will witness firsthand several of Zappos’ ten core values in action:

1. Deliver WOW Through Service
2. Embrace and Drive Change
3. Create Fun and A Little Weirdness
4. Be Adventurous, Creative, and Open-Minded
5. Pursue Growth and Learning
6. Build Open and Honest Relationships With Communication
7. Build a Positive Team and Family Spirit
8. Do More With Less
9. Be Passionate and Determined

10. Be Humble

For additional information about how to tune in to this fun and historic event, visit Zappos Insights:

<http://www.zapposinsights.com/main/zappos-all-hands-meeting/>

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ZAPPOS.COM DOES IT AGAIN; RANKS #15 ON FORTUNE MAGAZINE'S

LIST OF "100 BEST COMPANIES TO WORK FOR"

Company Culture Continues to Fuel Rise in Ranking

Las Vegas, NV – January 21, 2010 – Zappos.com, a leader in online apparel and footwear sales, announced today that the company, for the second year in a row, was named to FORTUNE Magazine's Annual "100 Best Companies to Work For" list, ranking #15 on the 2010 list. Last year, Zappos.com made its debut as 2009's highest-ranking newcomer at #23 on the list.

"Yay! We're #15 this year! We feel very FORTUNE-ate to have made the list!" said

Zappos.com CEO, Tony Hsieh, upon hearing the news that Zappos.com made the Fortune list for the second year in a row.

Company culture continues to fuel its success and played a major factor in Zappos' steady rise on this year's FORTUNE list. Zappos.com's unique culture is shaped by the following ten core values:

1. Deliver WOW Through Service
2. Embrace and Drive Change
3. Create Fun and A Little Weirdness
4. Be Adventurous, Creative, and Open-Minded
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FORTUNE Deputy Managing Editor Hank Gilman says, "The most important considerations for this year's list were hiring and the ways in which companies are helping their employees weather the recession. All 100 companies on our list are currently hiring, many of them aggressively, leading to more than 96,000 open job positions expected in the next year."

Businesses can learn more about the Zappos.com culture at Zappos Insights™—a business membership site that gives other companies access to an inside-look at the Zappos.com culture and business philosophies. The membership includes access to the company's management team and provides guidance and direct answers for user-generated questions.

To pick the 100 Best Companies, FORTUNE partners with the Great Place to Work Institute to conduct the most extensive employee survey in corporate America. Complete rankings and accompanying stories appear in the February 8 issue of FORTUNE and online at www.fortune.com/bestcompanies. Zappos.com ranks #15 on the list, up from the #23 in 2009.

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About FORTUNE

FORTUNE magazine is a global leader in business journalism with a worldwide circulation of more than 1 million and a readership of nearly 5 million, with major franchises including the FORTUNE 500 and the FORTUNE 100 Best Companies to Work For. FORTUNE Live Media extends the brand's mission into live events, hosting a wide range of annual conferences, including FORTUNE's Most Powerful Women and the FORTUNE Global Forum. FORTUNE publishes English-language editions in Europe and Asia, and local-language editions in China and South Korea. FORTUNE magazine's online home is CNNMoney.com, the most visited and utilized business destination website.

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Zappos.com Consumer Media Buzz...

LADIES
Home Journal

WOMAN'S
World

Blissfully
domestic

BRIDES
MAGAZINE

Entertainment
WEEKLY

OK!
MAGAZINE

Lucky
magazine

pregnancy
MAGAZINE

COSMOPOLITAN

THE
VIEW

Southern Living

NEW YORK
POST

the
early
show

The Washington Post

ESSENCE

splendic
ity.com

Los Angeles Times

InStyle

AOL

Women's Wear Daily
WWD

StyleWatch
People

EVERY DAY
WITH RACHAEL RAY

People

TODAY

SELF
MAGAZINE

Lifestyle

FitPregnancy
.com

all*you
magazine

wendy
williams

iVillage

US
WEEKLY

fitness
Mind, Body + Spirit

GoodHousekeeping

INTOUCH
WEEKLY

Zappos.com Business Media Buzz...

Forbes



FAST COMPANY

AP



Mashable
The Social Media Guide



Bloomberg
TELEVISION

TechCrunch

THE BUSINESS INSIDER
Silicon Alley
Insider

VentureBeat

CNN Money.com



The New York Times

Entrepreneur



BusinessWeek

REUTERS

The Deal

THE NEW YORKER