

Amazon lowers Kindle e-book reader price to \$299

July 8 2009



A woman holds the new Amazon Kindle 2 at an unveiling event at the Morgan Library & Museum in February 2009 in New York City.

(AP) -- Amazon.com Inc. has lowered the price of its Kindle electronic book reader by \$60. It's now selling for \$299, in an effort to attract more bookworms to the device.

On Wednesday the online retailer's Web site was listing the Kindle for \$299 instead of the \$359 tag the device has had since its debut in 2007. It's not clear whether this is a short-term promotion or a permanent change. Amazon did not announce the price cut or have an immediate

comment.

Amazon has not disclosed Kindle sales figures, and the publishing industry has said [e-books](#) account for less than 1 percent of book sales. But it is a fast-growing, competitive segment.

PhysOrg.com content is available on [Kindle: Science and Technology News - PhysOrg.com \(Kindle Edition\)](#)

©2009 The Associated Press. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.

Citation: Amazon lowers Kindle e-book reader price to \$299 (2009, July 8) retrieved 25 April 2024 from <https://phys.org/news/2009-07-amazon-lowers-kindle-e-book-reader.html>

<p>This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.</p>
--