

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

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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.

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