

Amazon launches Kindle store in Brazil

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(AP)—E-commerce giant Amazon.com Inc has launched its online Kindle Store in Latin America's biggest country to reach consumers in Brazil's burgeoning middle class.

Amazon's new Web site was launched Thursday and according to a company statement it offers more than 1.4 million titles, including 13,000 in Portuguese.

The statements says that Amazon's Kindle e-reader will start being sold in Brazil in the "coming weeks" at a suggested retail price of n299 reais (\$150).

In the meantime, [Brazilians](#) who have Android phones or tablets, i Phones, [IPads](#), PC or Mac's can start reading Kindle books by downloading free reading apps, the statement says.

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