

Amazon offers Prime membership for \$67 for 1 day

September 22 2015, byMae Anderson

Amazon is cutting the price of its \$99 annual Prime membership program to \$67 on Friday for new members to celebrate its original series "Transparent" winning 5 Emmys at the 67th Annual Primetime Emmy Awards.

The deal will start on Friday at 12:00 a.m. ET. and end at 11:59 p.m. PT., or 2:59 a.m. ET.

"Transparent" debuted in 2014 and stars Jeffrey Tambor as a transgender parent. It won five Emmys on Sunday including two for outstanding lead actor and outstanding director for a comedy series.

Amazon Inc. has been beefing up offers and services to attract subscribers to its Prime loyalty club. Most recently it gave members free online access to The Washington Post and has been expanding same-day delivery options.

The latest deal can be found at [amazon.com/transparentprime](https://www.amazon.com/transparentprime) beginning Friday.

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Citation: Amazon offers Prime membership for \$67 for 1 day (2015, September 22) retrieved 10 April 2024 from <https://phys.org/news/2015-09-amazon-prime-membership-day.html>

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