

To: [REDACTED]
From: Jeff Bezos
Sent: Thur 10/31/2002 3:23:55 PM
Subject: Test "Project Ruby" and get a 30 dollar thank you

For almost a year, we've been working on a new effort which we've internally called "Ruby." Ruby is almost ready for its public unveiling. But, before we release it broadly, we wanted to give our best customers a chance to try it first (warts and all) and give us feedback.