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Bezos calls Amazon experiment 'a mistake'

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Amazon.com Inc. founder and CEO Jeff Bezos said today it was "a mistake" for

the Seattle-based online retailer to experiment with charging different customers different prices for the same products. But Bezos said the tests, which were halted earlier this month, didn't utilize any customer demographic information to determine the discounts offered to customers. "We've never tested and we never will test prices based on customer demographics," said Bezos. "What we did was a random price test, and even that was a mistake because it created uncertainty for customers rather than simplifying their lives." He said the company's new policy is that if it ever again tests differential pricing, it will subsequently charge all buyers the lowest price. Under that policy the company has already refunded to 6,896 customers an average of \$3.10 as a result of the DVD random price test that provoked the recent outcry.

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