

Shoppers say Amazon Prime Day glitch sold \$13,000 camera equipment for \$94, over 99% off

19 July 2019, by Dalvin Brown, Usa Today



Credit: CC0 Public Domain

On Monday and Tuesday, Amazon's annual Prime Day reportedly gave some shoppers deeper discounts than they expected, thanks to a system error.

On the [deal](#) sharing service Slick Deals and the social discussion website Reddit, several shoppers took to the forums to discuss how they were able to snag expensive photography equipment for under \$100.

It all seemingly began early Monday morning when Slickdeals member Killroyriley stumbled upon a Prime Day deal on the Sony a6000 mirrorless camera bundle that would typically retail for about \$550. "Literally everything is 94.48," KillroyRiley writes on Slickdeals about the gear that was sold by Amazon directly.

"I have bought like 10k worth of stuff that was like 900 dollars total," the shopper writes. "I just bought a 3000\$ telescope for 94.48."

Slickdeals user AyoltsPat responded to the markdown writing, "I got a \$13,000 lens for \$94 LOL waiting for the cancellation but thats like 99.3% off." And user Genius4show said, "Well, if this ships, this is the best deal of the year."

Not everyone who contributed to the online discussion saw the discount on Amazon. The forum thread received almost half a million views and more than 1,300 comments before the deal was marked as expired.

Amazon didn't immediately respond to U.S. TODAY's request for comment.

Stories of extreme pricing errors popped up on Reddit also.

One user shared a screenshot that appears to show a Canon 5D Mark IV's discounted price of exactly \$94.48. The camera's original price is \$2,799.00.

"I somehow got a \$3,000 camera for \$94 on Prime Day last night. It just seems a little too good to be true," writes Redditor A_girl_has_n0name. "Honestly, I just saw it by pure luck."

The Reddit user said in the comments on Friday that they logged onto Amazon around midnight during Prime Day and saw that the lens on their wishlist was on sale for \$94.

"So I immediately bought it then I started looking at other stuff and saw everything was \$94 so I bought everything I've been wanting and by 12:30 everything was back regular price. It was very

quick."

Reddit User Cavinjacobson replied, "Dude! Yes I got this too. I think it was a glitch." And Redditor PlaymakersAudio said: "Yep same thing happened to me."

Last year during Amazon's online sales bonanza, the tech giant spent hours "working to resolve" a rare glitch that completely shut the website and app down.

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