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Amazon opens Amazon 4-star at Natick Mall

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Natick, MA On October 2, Amazon 4-star will open in the Natick Mall – the first Amazon 4-star in the greater Boston region and fifth Amazon 4-star location nationwide.

Amazon 4-star is a new physical store that makes it fun and easy for customers to shop and discover products they'll love. The store carries highly-rated products from the top categories across all of Amazon.com, including devices, consumer electronics, kitchen, home, toys, books, games, and more. Everything in store is rated 4 stars and above by customers, is a top seller, or is new and trending on Amazon.com.

The stores are highly-curated and a direct reflection of their customers—what they're buying and what they're loving. Throughout the store there are features like "New and Trending from Amazon.com," "Most-Wished-For Books on Amazon.com," "Tailgating Essentials" and "Our Picks from Amazon's Top 100 Toys" along with customer review cards with quotes from actual customer reviews to make it easy and fun for customers to discover great products they'll love.

Their device section gives customers the opportunity to test drive Amazon devices and accessories – including Echo and smart home accessories that work with Alexa – while having Amazon 4-star associates on hand to answer questions.

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