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New Website Features Senior Discounts

New Site Consolidates Age-Related Discounts in One Easy-to-Use Destination

ALBUQUERQUE, N.M., April 3, 2001 -- Today, SeniorDiscounts.com announced the launch of its web site, <http://www.seniordiscounts.com/>, which lists discounts available to those age 50 and over. The first of its kind, the site is free to access and aims to be one of the leading online destinations for the senior market.

"SeniorDiscounts.com has an opportunity to fulfill a need that until now has been overlooked--the need to consolidate all discounts available to seniors in one easy-to-use web site," said Douglas Brown, chairman, SeniorDiscounts.com. "The site was designed with seniors in mind, so we've made it simple to search for discounts and to add discounts we may not have discovered yet."

Research shows that the senior audience is the fastest-growing age group, both in terms of population and Internet usage, however, there has yet to be an abundance of sites catering to this group. According to recent findings, this market segment also tends to spend more time online, be wealthier, and do more buying via the Internet, compared to other age groups.

Brown, who had a 30-year career in the financial world before starting his own company, came up with the idea for SeniorDiscounts.com when he went to see a movie and realized he qualified for significantly discounted ticket pricing. When he returned home to research other discounts he could receive as a senior, he discovered there was not a comprehensive directory that offered such information.

Here's how SeniorDiscounts.com works: Visitors to the site type in a city and state and choose a business category to begin a search for discounts. The site guide, "Prospector Pete," then helps you "Find the Gold in the Golden Years," providing a list of merchants offering discounts. The details include the business's address, phone number, and map to the location. The user may then click on the listing to gain access to these details or to go directly to the vendor's site to make reservations. Users save both money and time.

Discounts in the following business categories are currently available on SeniorDiscounts.com: airlines/travel; hotels/lodging; restaurants; auto services; national parks; medical services; car rentals; public transportation; Internet and the web; entertainment and recreation; and retail.

With more than 25,000 discounts currently listed, SeniorDiscounts.com is growing daily. Due to the interactive nature of the site, users may also add discounts that are not currently listed.

"We expect SeniorDiscounts.com to grow to include more than 100,000 discounts by the end of the year," said David Smidt, president and chief executive officer, SeniorDiscounts.com. "We imagine SeniorDiscounts.com will catch on quickly with seniors and their families, who will embrace the concept and build a 'grassroots' following, leading to explosive growth of the site."

About SeniorDiscounts.com

SeniorDiscounts.com, a privately held company headquartered in Albuquerque, New Mexico, is the first web site to consolidate discounts for seniors, defined as those age 50 and over. The company's mission is to provide to the senior community, via the Internet, a complete and accurate listing of all age-related discounts in the United States. SeniorDiscounts.com strives to offer a site that brings together the senior and business communities in a mutually beneficial relationship while increasing awareness of the senior population in the online world.