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Penny-pincher alert: A new Web site promises information about 25,000 senior discounts
- Kelly Greene

Doug Brown, who at 63 years old calls himself “chief geezer,” launched SeniorDiscounts.com earlier this month. He decided to start the online service a few years ago, shortly after discovering that turning 60 meant he could get \$3 off the price of a movie ticket. It’s a more popular idea than he had imagined. A marketer estimated the site would get 100,000 visitors in its first month, but that happened in the first week.

Here’s how the site works: First, you type in a city and state or ZIP Code and choose a business category to search for discounts. Then you get a list of businesses (unless there aren’t any in your area) that includes addresses, phone numbers and maps. It’s pretty handy, but will probably become a better tool over time as users contribute additional discoveries. Ironically, Mr. Brown’s four employees in Albuquerque, NM, are too young to qualify for any of the deals. The oldest is 25.

Mr. Brown’s favorite finds so far: movie tickets up to 45% off, rooms for half price at Hyatt hotels in the U.S. and Canada if you’re 62 or older, and ski slopes that give free lift tickets to skiers who are 70 and up. And in his own backyard, “I had no idea Jiffy Lube had a discount.”

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