

## **SeniorDiscounts.com Launches New Web Site to Meet the Needs of its Growing Membership**

**Chicago, March 1, 2007** – SeniorDiscounts.com, a web site that has been in business since April of 2001, has redesigned its web site to meet the needs of businesses and its growing membership.

SeniorDiscounts.com started with just over 25,000 businesses that offered a discount for the over 50 crowd. With the help of its members and a research staff, SeniorDiscounts now claims to have information on over 135,000 discounts. “We have seen tremendous grow in the number of discounts listed on our web site,” says David Smidt, President of SeniorDiscounts. “We add hundreds of new discounts every month, many of which are referred by our members. It never ceases to amaze me how many discounts are available for the over 50 market.”

The increase in the number of discounts has prompted SeniorDiscounts to expand its searching capabilities, providing hundreds of new categories for which to search under and the ability for users to sort the results alphabetically, by age or by location. “This allows users to receive more relevant results for every search,” says Smidt.

SeniorDiscounts is also providing areas on the web site for members to review the various businesses and the discounts they provide. “Everyone likes to hear about first hand experiences before buying a product or service, it let’s you know they can be trusted,” says Smidt. “This allows users to do just that.”

Discussion boards and forums are also being added to the SeniorDiscounts web site. Users can log in and search for specific topics, post their own replies and even start their own forum.

SeniorDiscounts has also changed its membership package. The premium membership was \$24, but has been lowered to \$12.95 per year. This level membership also includes the SeniorDiscounts Guide Book, but requires a charge for shipping and handling of \$2.95.

A Gold level membership level has also been added at a cost of \$7.95 per year. This allows members to do extensive searches of the discounts available on the web site and but does not include a membership card or guide book.

For more information on SeniorDiscounts and its new web site, visit: [www.seniordiscounts.com/](http://www.seniordiscounts.com/).