

The logo for SeniorDiscounts PARTNER PROGRAM is centered on a solid orange rectangular background. The word "SeniorDiscounts" is written in a dark brown, serif font, with a thin horizontal line underneath it. Below this line, the words "PARTNER PROGRAM" are written in a smaller, all-caps, dark brown, serif font.

SeniorDiscounts
PARTNER PROGRAM

Winner of the 2005 American Society on Aging Business and Aging Awards

2006

SeniorDiscounts Partner Program

Company Overview

Background

SeniorDiscounts began when the founder and Chairman, Doug Brown, a retired financial executive, realized that as he got older he qualified for discounts on many products and services – but they were typically not advertised. He attempted to locate a directory of businesses that listed senior discounts, and the natural place to begin his search was the Internet. He found that no such directory existed, online or off.

There is an obvious need to provide one source identifying businesses that offer age-related discounts, what the discounts entail, and where to locate the businesses. The fit between the Internet and the application was perfect and Doug created SeniorDiscounts.com.

SeniorDiscounts Mission: To find as many discounts for the senior community (individuals 50 years and older) as possible, to ensure the discounts are easy to locate and redeem, and to provide a resource for seniors to share discounts they have found with others.

SeniorDiscounts.com started in April 2001 with 25,000 discount listings nationwide. With help from the senior community, there are now over 130,000 (and growing) local and national discount listings across 20 categories in its database. Categories include: airlines, auto services, car rentals, cruises, restaurants, entertainment, movie theatres, trains/buses/ferries, retail, online retail, Internet and the Web, health and nutrition, travel agencies, medical/pharmacy, hotels/lodging, museums, national parks, sports and recreation, golf and golf courses, ski areas, local services, and public transportation. Seniors are able to locate discounts in specific geographic locations and categories with a few easy keystrokes. The site provides users with the business names, addresses, contact information, links to the businesses' websites and maps of the location. SeniorDiscounts.com also provides a free weekly e-newsletter distributed to its over 45,000 subscribing seniors. SeniorDiscounts.com receives approximately 100,000 unique visitors every month, recording almost 1 million unique visitors in 2004.

Business Members Listing Discounts

SeniorDiscounts.com has been a catalyst for businesses to initiate senior discount programs and attract the senior market, a very loyal demographic. Business members providing senior discounts are able to list their discount free of charge by simply submitting their information directly on the SeniorDiscounts.com website. SeniorDiscounts.com has encouraged hundreds of local businesses as well as several national chains such as Mrs. Field's Cookies to create their own senior discount program. Businesses also utilize the website and e-newsletter to highlight or publicize special senior discounts and offers as well as receive priority placement for a fee.

Proven Track Record

SeniorDiscounts.com has been online for more than five years focusing on providing both national and local discounts for seniors, there is not another website or organization like it. SeniorDiscounts is debt free.

SeniorDiscounts.com has been well received by the senior market as demonstrated both by its growth from 25,000 to 130,000 discount listings – many added as a result of seniors posting them or encouraging business to post them - as well as the fact that SeniorDiscounts.com receives significant traffic and press. SeniorDiscounts.com has gained market awareness through 1) the senior community word-of-mouth, in fact subscriptions for the weekly e-newsletter grow an average of 200 per week, 2) through press interest, and 3) through partnerships with organizations such as SeniorMag.com, Grandparents Magazine, ThirdAge.com, The Savvy Senior, ResearchSpot.com, SeniorHelpWanted.com, 50PlusMag.com, SeniorJournal.com, Empire Health Store, Pruneville.com, 50PlusFun.com, and Suddenly Senior.

SeniorDiscounts has also received accolades from key media organizations including the Wall Street Journal and CBS Market Watch, both recognizing SeniorDiscounts.com as one of the top ten websites for seniors. Other press includes NY Times, LA Times, Washington Times, and Yahoo! Finance. Visit their press room at <http://www.seniordiscounts.com/static/pressroom.html> to see some of these articles.

The word is out; national organizations have begun to solicit SeniorDiscounts.com for advertisement and key placement opportunities on the SeniorDiscounts website, in their e-newsletter, and in the 2005 SeniorDiscounts Guide Book.

SeniorDiscounts Quality Assurance Practices

SeniorDiscounts works hard and one of its number one values is integrity of product. Here are examples of how SeniorDiscounts ensures quality:

- Advertising, third-party sweepstakes, or data sharing policies: SeniorDiscounts does not engage in third party sweepstakes, or data sharing activities – ever. SeniorDiscounts does not allow advertising on the SeniorDiscounts.com website. SeniorDiscounts will allow partners to provide information and education for the good of all members through its recommended links and newsletters.
- Accurate and updated listings: SeniorDiscounts maintains the accuracy of its listings several ways:
 - o Utilizing Know-Where software, the locations of listings are continuously checked, SeniorDiscounts is notified immediately and updates the data appropriately.
 - o SeniorDiscounts will engage in quarterly call campaigns to verify listing discounts.
 - o SeniorDiscounts listed businesses are very motivated to provide the correct information regarding their listing to avoid misrepresentation as well as continue their relationship with the senior population.
 - o The best yet, participating SeniorDiscount viewers and advocacy groups actively keep SeniorDiscounts aware of changes regarding the listings.
- Keeping touch with the SeniorDiscount participants: SeniorDiscounts is very active with its community by conducting frequent polls on its website, sending a weekly e-newsletter, listening to the advisory board and advocacy group, and recently is engaging in annual satisfaction surveys.

SeniorDiscounts Online Community Polled Demographics

Over the course of the three years SeniorDiscounts.com has been online it has conducted several polls with its viewers and through its e-newsletter subscribers. Demographic results of these random user polls to date include:

Age		Gender		Top Locations Overall Population	Key Internet Uses	
Under 50	1%	Male	39%	Illinois, New York, California, New Jersey, Florida, Pennsylvania, Texas, Arizona, Washington	Health Information	24%
50-54	11%	Female	61%	Top Locations for 65+ Population	Family Genealogy	14%
55-59	24%			California, Florida, New York, Texas, Pennsylvania, Ohio, Illinois, Michigan, North Carolina, New Jersey	Special Offers	28%
60-64	26%				Contests/Games	16%
65-69	18%				Sweepstakes/Lotteries	13%
70-74	11%				Romance	5%
75 and up	8%					

SeniorDiscounts.com Top Viewed Discount Categories: Restaurants, Local Services, Medical/Pharmacy, Retail, and Health and Nutrition.

SeniorDiscounts Management Team

Douglas M. Brown, Chairman and Founder. After 38 years as a financial and marketing executive, Doug became CEO of a non-profit organization, Tuition Plan Consortium and now serves as the Treasurer for the State of New Mexico. He has served on the Board of Trustees of his alma mater, Stanford University and is currently on several community and corporate boards.

David M Smidt, President. David's background includes extensive experience in the hospitality industry, with seven years of management experience. David graduated on the dean's list with a Bachelor of Applied Human Sciences degree in restaurant and resort management from Colorado State University and has studied in Valparaiso, Chile.

Thomas Smidt II, Chief Executive Officer. Thomas has been a Tax, Estate, and Business lawyer in Albuquerque, NM for over 28 years and currently has his own practice. Tom also serves on several community and corporate boards in his home state of New Mexico.

Advisory Board of Directors

Douglas M. Brown	Chairman
Robert L. Joss	Dean, Stanford Graduate School of Business
John Keagy	Founder, SparkChange consultants
Steven K. Moise	President, Moise & Co.
Robert E. Patterson	Senior Partner, Squire, Sanders & Dempsey
Richard M. Rosenberg	Retired Chairman, Bank of America
Randall H. Talbot	President, SAFECO Life Insurance Co.
Nancy VanDevender	Vice President, Tuition Plan Consortium
Randall B. Williams	CEO, Williams Companies

Next Generation – Extending Beyond the Internet

The SeniorDiscounts website has established a significant foundation and value for the senior market. Besides its growing senior online community, SeniorDiscounts.com largest asset is its database of 130,000 discount listings.

SeniorDiscounts is responding to demand. Recognizing their valuable resource has only been available online and therefore applicable to 58% of seniors age 50-64 and 22% age 65 or older who use the Internet (Pew Internet & American Life Project, 2003 and 2004), SeniorDiscounts is bringing its service offline!

Introducing the SeniorDiscounts Partner Program.

As of 2005, SeniorDiscounts Partner Program members will receive an annual printed Guide containing over 500 pages of national and local discounts organized by national listings and category and then state listings and category. The SeniorDiscount Guide provides seniors the convenience of a resource listing senior discounts available right at their fingertips while making their buying decisions.

In a recent poll of the SeniorDiscount.com online community, 89% responded that they are interested in the membership program.

Partner Opportunity

If it is important for your organization to acquire, retain, and build an affinity and positive recognition with your members or potential members, SeniorDiscounts has a solution for you. Distributed annually the SeniorDiscounts Guide, complimented by its website provides seniors 50 years and older access to 130,000 (and growing) discount listings across multiple categories including: restaurants, retail clothing, hotels, rental cars, movie theaters and etc. These are frequented buying categories and every time your senior member accesses their SeniorDiscounts Guide and saves money, they will think of you.

The SeniorDiscounts Partner Program Includes:

1. **The Annual Customized SeniorDiscounts Guide:** your chosen volume of annual SeniorDiscounts Guides for your distribution to members and potential members annually
 - o **Guide Cover Private Labeled:** your organization receives title placement and choice of design on co-branded full cover of Guide (4 color, full bleed)
 - o **Additional discount listings:** submit discount listings to be added to the Guide, you may elect to keep these discounts exclusive for your customized member Guide
 - o **Guide Ad Space:** the Guide includes 4 "ad" pages for your organization's custom use (4 color) - give to partners, sell to sponsors, list providers, products and etc.
2. **Co-Branded Website:** start members at your web site and carry your top banner frame through to the SeniorDiscounts website where members have free access to the SeniorDiscounts site listings, content and weekly e-newsletter
 - o **Weekly e-newsletter:** Standard SeniorDiscounts weekly e-newsletter is available free to members who opt in.
3. **Newsletter content:** SeniorDiscounts will forward your organization content from the SeniorDiscounts standard weekly e-newsletter and monthly discount listing updates which may be imported into your member newsletter

The SeniorDiscounts Partner Program will be a great resource to your members, bringing value in savings.

In a recent poll, senior viewers were asked, "Would you find value in and improve your opinion of a health plan (or sponsor) providing you a free printed book containing all of the SeniorDiscounts listings (over 500 pages.) 75% of respondents said yes.

Here is what three current members of the SeniorDiscounts.com community have written in:

"When standing in line at a business I inform anyone appearing to be a senior about SeniorDiscounts.com. How about a SeniorDiscounts.com T-shirt for me (Hint Hint) I could make up one myself but I wouldn't have the colorful senior miners on it. I have also gone thru my local phone book calling businesses to add a senior discount. Everyone I speak to is thankful to learn of SeniorDiscounts.com" Paul R. Jones

"Hi there: This is the most terrific web site I have seen in a long time. My husband and I are seniors ages 65 and 68. Just thought you would like to know you have another happy camper with you. We try to do our best with what we have. So we must look for lower pricing, in everything we do. We've been married for 47 years and we plan on going and going. Keep up the good work. You have a great following." Ani Kramer

"Just couldn't resist telling you how much I like your new (to me anyway) SeniorDiscounts.com. I look forward to receiving it and have already seen several discounts that I had no idea about. I have gone through life known as "The Coupon Queen" and you have given me a new source of deals with which to amaze my friends! Thanks again." Toni Calabrese