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Life Reimagined Announces Collaboration with Uber to Offer New Income Opportunities to Members

WASHINGTON, DC — Life Reimagined, a wholly owned non-profit subsidiary of AARP, today announced a unique collaboration with Uber to provide flexible opportunities for Life Reimagined's members to earn income as Uber driver-partners. Life Reimagined is a one-of-a-kind online and live experience aimed at guiding millions of Americans through their life transitions by helping them discover new possibilities and connecting them with a community of people pursuing similar passions and goals.

The relationship between Life Reimagined and Uber will offer millions of people the opportunity to learn more about the sharing economy and earn additional income as driver-partners on the Uber platform, in a way that is economically meaningful, socially engaging and highly flexible.

"Life Reimagined was launched by AARP in 2014 to help people in transition reimagine their lives by reflecting, exploring, and discovering new possibilities," said Emilio Pardo, President of Life Reimagined. "Companies like Uber are creating new work and financial opportunities for millions of people. Our mission is to help people discover what's next, and this collaboration with Uber presents a tremendous new opportunity for those who are considering a change in their careers or are looking for new paths in their lives."

As part of this collaboration, Uber and Life Reimagined will offer national and local events throughout the country, as well as digital content. Through these offerings, Life Reimagined members can learn more about the benefits of the sharing economy, and how they can earn money and connect with their communities.

"Uber and AARP's Life Reimagined working together is a natural fit," said David Plouffe, Chief Advisor and Member of the Board of Directors for Uber. "The Uber platform is used by many people over 40 to supplement their income, and it's a great way to make money, meet people and serve the community. We are thrilled to work with Life Reimagined to spread the word about this opportunity to their members throughout the U.S."

Uber and Life Reimagined will also provide a \$35 incentive for all driver-partners who sign up through Life Reimagined and provide 10 trips. For more information about this collaboration and how to participate, go to www.uber.com/aarplr.

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About Life Reimagined

Life Reimagined was launched by AARP in 2014 as a personal guidance system to help people navigate transitions, pursue their goals, dreams and purpose in life. Through groundbreaking online programs and tools, and powerful live experiences, today Life Reimagined helps people discover new possibilities in life. Begin reimagining at www.lifereimagined.org.

About AARP

AARP is a nonprofit, nonpartisan organization, with a membership of nearly 38 million, that helps people turn their goals and dreams into real possibilities, strengthens communities and fights for the issues that matter most to families such as healthcare, employment and income security, retirement planning, affordable utilities and protection from financial abuse. We advocate for individuals in the marketplace by selecting products and services of high quality and value to carry the AARP name as well as help our members obtain discounts on a wide range of products, travel, and services. A trusted source for lifestyle tips, news and educational information, AARP produces AARP The Magazine, the world's largest circulation magazine; AARP Bulletin; www.aarp.org; AARP Books; and AARP en Español, a Spanish-language website addressing the interests and needs of Hispanics. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. The AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. AARP has staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Learn more at www.aarp.org.

About Uber

Uber is a technology platform that is evolving the way the world moves. By seamlessly connecting riders to drivers through our apps, we make cities more accessible, opening up more possibilities for riders and more

business for drivers. From our founding in 2009 to our launches in over 300 cities today, Uber's rapidly expanding global presence continues to bring people and their cities closer. Follow us on Twitter: @Uber and find us on Facebook: Uber.

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