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## **AARP Services Inc. Introduces New Website to Help AARP Members Utilize Benefits**

### **New Site Helps AARP Members Take Advantage of Nearby Discounts and Services**

**WASHINGTON, D.C.** – Saving money just got easier at home and on the go with the introduction of a new website designed to help AARP members take advantage of the many benefits offered to them, including everyday travel, entertainment and dining discounts, and special insurance and financial products.

The new AARP Member Advantages website, [AARPAAdvantages.com](#), helps AARP members find benefits offered to them within one centralized online location. The website is optimized for mobile devices and tablets, making it easier to navigate on the go, and intuitively designed for a seamless experience. Members can search for local discounts, save offers in their profile and share them with their friends via social media.

“AARP members are engaged technology users and some of the biggest consumers of personal tech. In fact, three out of five Baby Boomers say they use the internet at least daily,” said Dave Austin, vice president, marketing services at AARP Services Inc. “These resources were developed to help AARP members easily find and use the benefits available to them and get the most out of their membership.”

The new [AARPAAdvantages.com](#) identifies users’ personal preferences to customize each experience depending on which benefits each particular user cares about the most. The new website allows users to easily access deals and offers by utilizing their location and profile information to identify the nearest provider stores and offices. Via the new website, users can also access educational content regarding financial and health offers.

“AARP members are very active; they are constantly on the go,” said Gaurav Bhatia, vice president, digital strategy, at AARP Services Inc. “Creating a mobile-optimized experience was a natural next step in providing them quick and convenient access to their AARP member benefits.”

The new website also offers users an optimized car rental widget that allows members to compare AARP discounted prices from Avis, Budget and Payless by simply entering their airport pick-up and drop-off details.

Members can also download the AARP Member Advantages Offer Finder mobile app and find nearby deals on a map or in a list. App users can filter providers from a broad range of categories, including home and auto, hotels and resorts, dining and entertainment and electronics.

“Two of our primary goals with this app were to make accessing discounts easier and provide a personalized mobile experience for our members,” Bhatia added. “With the Offer Finder app, AARP members can find ways to save from virtually anywhere by logging in and accessing their membership card. Now they won’t have to deal with the hassle of digging through their wallet or purse to find their card because it will easily be available on their mobile device.”

AARP memberships cost just \$16 a year and can often be recouped by using just a few of the many discounts available. To take advantage of any discount or service offered to AARP members, or to find out about all the ways AARP members can save, download the free AARP Member Advantages Offer Finder mobile app for iOS and Android devices or visit [AARPAAdvantages.com](#).

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**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; AARP Online, AARP TV & Radio; 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 [AARP Online](#).

**About AARP Services Inc.** AARP Services Inc., founded in 1999, is a wholly-owned taxable subsidiary of AARP. AARP Services manages the provider relationships for and performs quality control oversight of the wide range of products and services that carry the AARP name and are made available by independent providers as benefits to AARP's millions of members. The provider offers currently span health products, financial products, travel and leisure products, and life event services. Specific products include Medicare supplemental insurance; credit cards, auto and home, mobile home and motorcycle insurance, life insurance and annuities; member discounts on rental cars, cruises, vacation packages and lodging; special offers on technology and gifts; pharmacy services and legal services. AARP Services also engages in new product development activities for AARP and provides certain consulting services to outside companies.

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