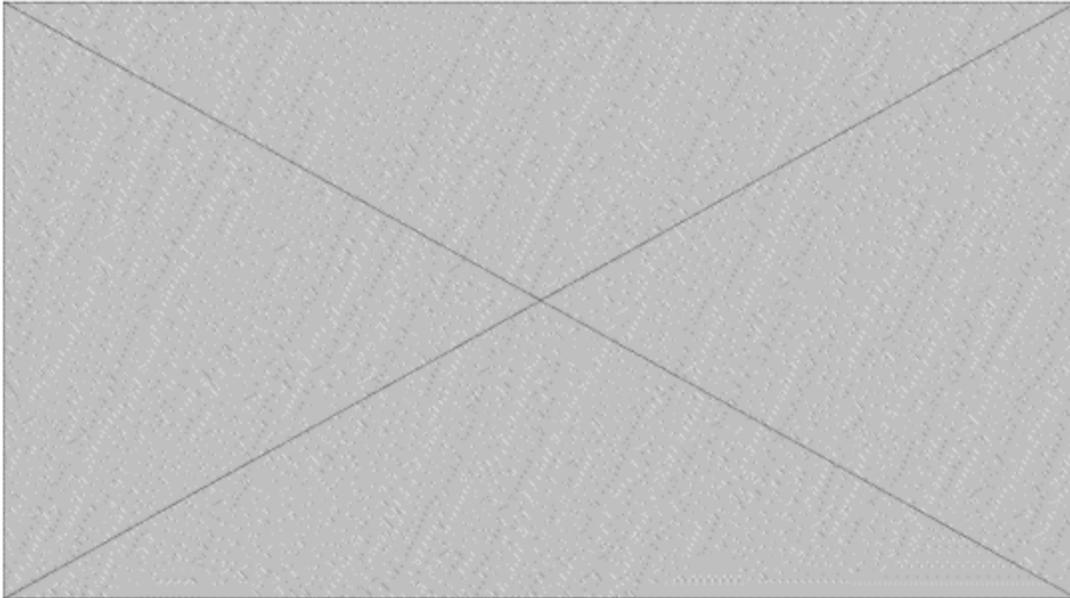


To: Jeffrey[jeevacation@gmail.com]
From: "Uber NYC" <[REDACTED]> on behalf of Uber NYC
Sent: Thur 2/14/2013 1:42:31 PM
Subject: Uber NYC Delivers #RomanceOnDemand

Title: Uber



UBER NYC

Uber Delivers Roses!

Hi Jeffrey,

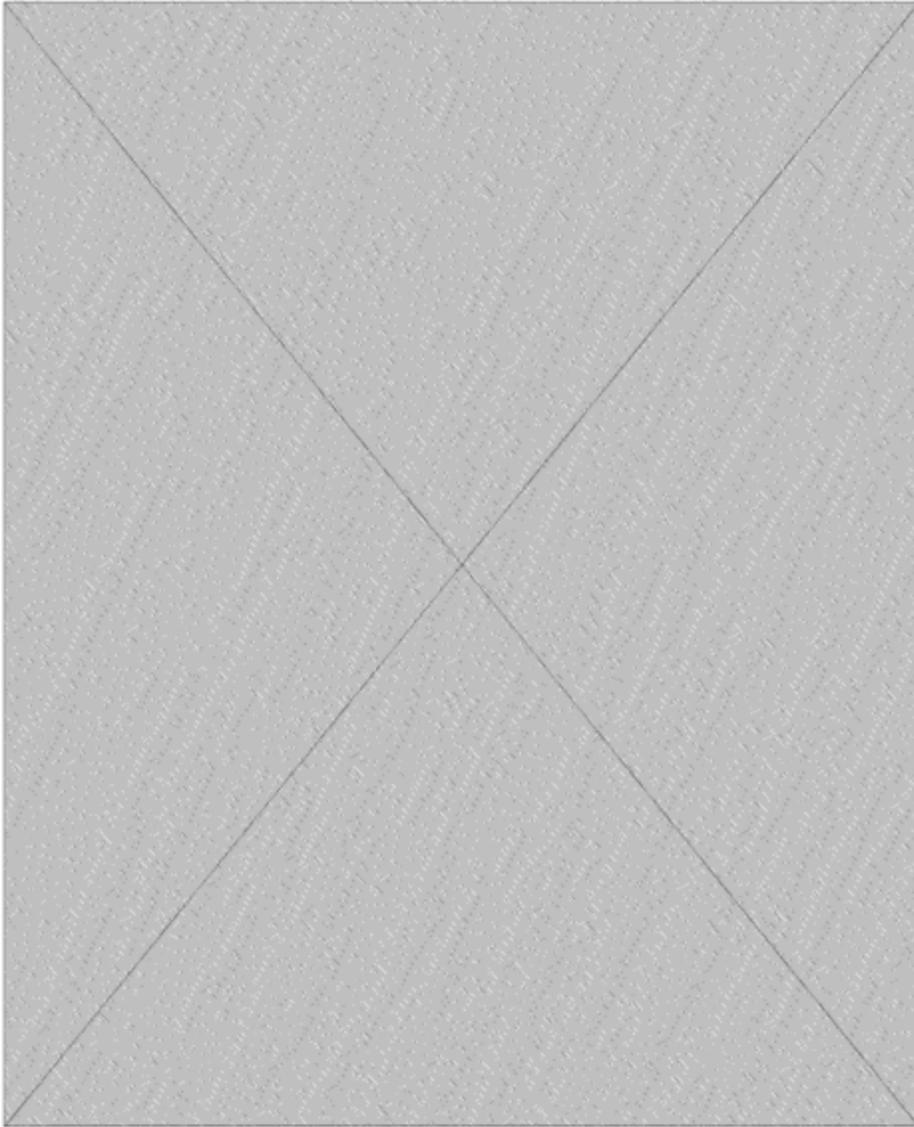
Valentine's Day is here, and Uber is here to take the stress away. Tap the 'roses' button in your app today between 10am and 4pm, and we'll hand deliver a dozen beautiful red roses to your special someone. No flower shops, no running around, no hassle. Elegant, convenient, and quick - just like Uber.

Here's how it works:

For \$150, you get:

- A dozen long stemmed red roses boxed to perfection
- A personalized Valentine's card
- An unforgettable experience with delivery straight to your sweetheart at the touch of a

button



How do I request?

- You can request roses by selecting the 'roses' in your Uber app from **10 am to 4 pm on Valentine's Day**
- Set the location where you want the gift delivered and tap 'Set Delivery Location'
- You'll receive an ETA and a follow up call from Uber to confirm the delivery location
- A dozen red roses will be delivered to your loved one
- We'll bill your credit card on file for the roses, and a few lucky recipients will also get hooked up with some sweet surprises
- We want to hear about (and see) your special deliveries. Share through social media with

#RomanceOnDemand!

- Questions? [Email us!](#)

**Supply will be limited and we will not be able to fulfill all requests. If your request doesn't go through the first time, please keep trying!*

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