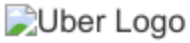
From: Uber NYC <[redacted]>
To: Jeffrey <jeevacation@gmail.com>
Subject: Announcing uberFAMILY: For Parents on the Go
Date: Thu, 08 May 2014 14:18:10 +0000



UBER NYC

Introducing uberFAMILY: For Parents on the Go

Hey Jeffrey,

Starting today, getting around the city with your child just got easier. We're excited to announce the launch of uberFAMILY, the new on-demand car seat option for parents and caregivers on the go!

With the touch of a button and a $10 surcharge, Uber will connect you to one of our highest-rated uberX partner drivers with a car seat so you can safely and easily buckle up your child.

To kick things off, we've teamed up with Care.com, the trusted site for finding and managing family care, to offer surcharge-free rides through Mother's Day weekend!

Unlock uberFAMILY today!

Receive surcharge-FREE rides through Mother's Day courtesy of Care.com

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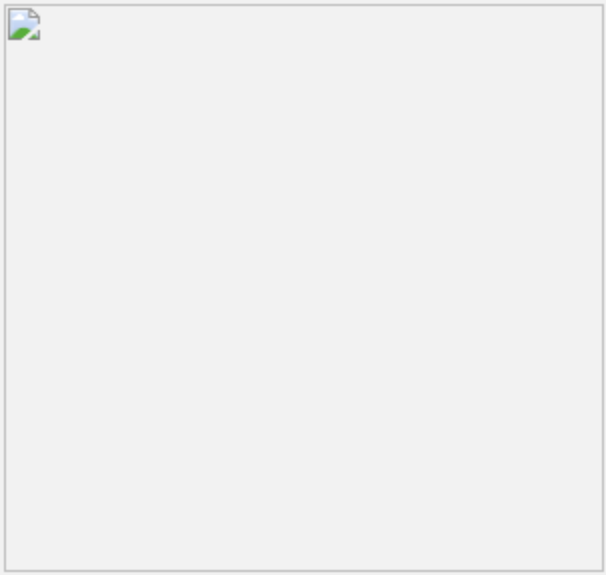
HOW TO GET UBERFAMILY ON YOUR APP:

In order to use the uberFAMILY service, you must input the 'FAMILY' promo code in your app.

1. OPEN your Uber app and tap the person icon in the top left corner of the screen
2. SELECT 'Promotions' and apply promo code 'FAMILY' to unlock the uberFAMILY vehicle view
3. REQUEST uberFAMILY
4. RIDE with your child safely buckled in a car seat



During the launch, we expect demand to be very high. As we add more uberFAMILY drivers, the availability will only get better!

Visit our blog before riding for important details. Questions? Email us at supportNY@uber.com.

We hope you have a happy Mother's Day weekend!

Uber on,
Team Uber NYC

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