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MEDIA ALERT

Desert Ridge Marketplace + Uber team up to remove parking lot stress on Black Friday

Shoppers can skip the parking lot, arrive in style, and earn \$25 VISA gift cards and Uber swag

What: Black Friday shoppers have yet another reason to celebrate – Desert Ridge Marketplace and Uber have teamed up to put an end to parking lot perils on one of the busiest shopping days of the year.

To help shoppers make the most of their Black Friday excursions, the first 50 shoppers who take an Uber ride to Desert Ridge Marketplace between 8 a.m. and noon on Friday, Nov. 27 will receive a \$25 VISA gift card and free Uber swag.

As an added perk, for shoppers who have never experienced Uber, a special promo code (DesertRidge) will take \$20 off their first ride to Arizona's premier shopping, dining and entertainment destination this holiday season. (New users only.)

When: 8 a.m. to noon, Friday, Nov. 27

Where: Desert Ridge Marketplace, 21001 N. Tatum Blvd., Phoenix, 85050

How: After booking their Uber ride and arriving at Desert Ridge Marketplace on Nov. 27, shoppers can take their Uber receipt to the team at the Uber tent (at the curbside drop-off area, near the Paradise Bakery entrance) to claim their gifts.

Why: Last year, more than 87 million Americans hit the stores to find deals on Black Friday, according to the National Retail Federation. This year, that number is expected to grow. A recent Spending & Saving Tracker from American Express predicts that nearly half (45 percent) of shoppers plan to shop on Black Friday, spending an estimated \$584 on average this year, notably higher than last year's \$501.

Visuals: Now until Black Friday:

- Retailers at Desert Ridge Marketplace gearing up for Black Friday sales;
- Broadcast out of the back-seat of an Uber vehicle; and
- "Skip the parking lot and ride to Black Friday in style" graphic.

Black Friday morning (5-8 a.m.):

- Parking lots filling up;
- Shoppers scrambling to find the best deals at Desert Ridge Marketplace; and
- Shoppers redeeming Uber receipts for VISA gift cards at Uber curb drop-off area near Paradise Bakery.

About Desert Ridge Marketplace

As Arizona's premier shopping, dining and entertainment destination, Desert Ridge Marketplace delivers the ultimate shopping experience in a distinctive outdoor setting. Immerse your shopping senses in a unique blend of specialty retailers; restaurants and entertainment venues spread over 110 acres. The center's 1.2 million square feet of retail space – home to over 100 retailers and restaurants – bursts with color, energy and fun, creating a one-of-a-kind lifestyle destination you'll want to come back to again and again. Desert Ridge Marketplace is located in Phoenix, Arizona, just north of the Loop 101 on Tatum Boulevard. For more information, visit the website at www.shopdesertridge.com.