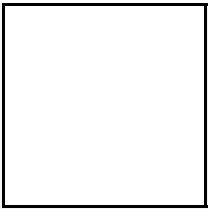
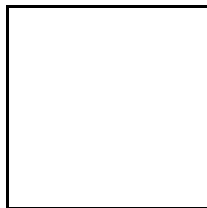


Celella, Jessica

From: Grill, Rebecca
Sent: Monday, March 31, 2014 8:15 AM
To: Celella, Jessica
Cc: Owczarski, Jim; Stephens, Adam
Subject: FW: uberX has arrived with FREE rides for Opening Day!

Can you please add to uber file? Thanks.

From: **Uber Team** <supportmilwaukee@uber.com>
Date: Mon, Mar 31, 2014 at 7:17 AM
Subject: uberX has arrived with FREE rides for Opening Day!



UBER MKE

UBERX HAS ARRIVED!

Dear Jonathan

We'd like to introduce you to your new best friend. Meet uberX, Uber's low-cost option with ridesharing!

Cheaper than a TAXI with the same Uber reliability and convenience you've come to expect, uberX has launched in Milwaukee just in time for opening day!

That's why opening day pitcher Yovani Gallardo and his trusted catcher, Jonathan Lucroy became the [first ever uberX riders in Milwaukee!](#)

YOUR FIRST 5 UBERX RIDES ARE FREE!

We are hooking everyone in Milwaukee up with 5 FREE rides (up to \$25 each) until April 7th. No need to enter a promo code, just request and ride!

WHAT IS UBERX?

uberX includes ridesharing, offering the reliability you've come to expect from Uber at an ultra low price. Driver partners on uberX have mid-range vehicles in a variety of colors and styles, with seating up to 4 people.

WHAT ARE THE RATES?

With rates cheaper than a TAXI, there's never been a more cost-effective way to get around the Brew City.

SAMPLE RATES

Miller Park to Downtown: \$12.50

UWM to the Bradley Center: \$8.75

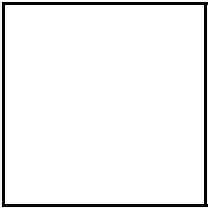
Wauwatosa to Downtown: \$13.00

WHAT IS RIDESHARING?

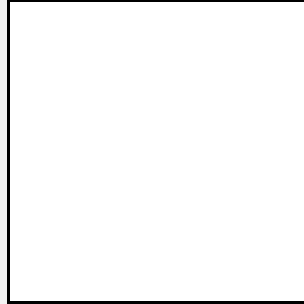
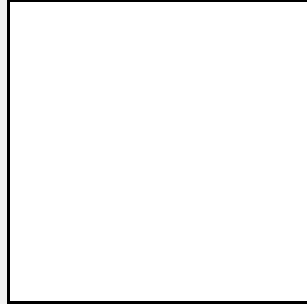
To maintain the Uber standard you expect, all drivers pass Uber's rigorous screening process. In order to be an uberX driver partner in Milwaukee, drivers must pass:

- A stringent background check
- A driving history check
- An in-person interview and screening
- Ongoing quality controls

As always, your safety and satisfaction remain our highest priority. All Uber riders are backed by the driver partner's insurance policy as well as our corporate insurance policy.



Share the news to be entered to win \$100 in Uber credit and a hat signed by Yovani Gallardo and Jonathan Lucroy!



Questions? Want to let us know how your ride went? We want to hear from you. Shoot us a note at supportmilwaukee@uber.com or give us a shot out on Twitter [@Uber_MKE](https://twitter.com/Uber_MKE)

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