

AARP SERVICES INC.

2008 Revenue Growth Supports AARP

AARP Services oversees and manages the relationships with the service providers of AARP-endorsed products and services. These companies often offer specially-designed services and price-points for the members of AARP. They develop unique offers, expand into under-served markets, and create marketing messages that educate consumers. AARP receives royalty income from these providers that is crucial to supporting the short- and long-term goals of the Association.

Financial resources are used to build and grow community projects, support advocacy work nationally and locally, and leverage the power of AARP members. At AARP Services we know our ultimate goal is to create a better world for all as we age. Our focus is on improving the marketplace to better serve the 50+ population.

The products and services offered by AARP-endorsed providers provided nearly \$653 million of royalty revenue to AARP in 2008, a year-over-year growth of \$155 million or 31 percent.

Breaking out royalties by product category, the AARP-endorsed health related offerings generate the largest percentage (65 percent) of revenue, followed by financial products and services (31 percent), and the AARP Travel & Discounts programs (4 percent).