



**POSTMATES**

## **Postmates launches same day delivery service for local merchants and customers in San Francisco with new iPhone app**

Creates a new delivery infrastructure within a city

**SAN FRANCISCO - December 15, 2011** - Postmates, a TechCrunch Disrupt Battlefield finalist, today announced the launch of its same day delivery service in San Francisco. The new, free Postmates Mobile app streamlines the process of local deliveries, enabling local merchants to easily offer same day deliveries within San Francisco, Oakland and Berkeley. Postmates provides expert couriers, handling of the entire delivery process, a high level of availability and insurance on all shipped items.

“The basic idea around Postmates is that you have all these great retail stores and local merchants with amazing products and while more and more of them start to unlock their inventories, and make their products available online, it's still really difficult to get these items delivered within a city,” said Bastian Lehmann, Co-founder of Postmates. “Online retailers like Amazon on the other hand, offer an amazing delivery service, in some cases even on the same day,” said Lehmann. “Online retailers are beating local merchants even in a field where local merchants have an advantage online stores don't—local availability.”

“At Postmates, we looked at this and we decided that we want to turn this around. We wanted to make it really easy for everyone to offer an Amazon-like same day delivery service as part of their business,” said Lehmann. “We did that by rethinking the entire delivery process so that it actually becomes a useful social interaction and can be initiated by merchants and customers alike.

### **Postmates iPhone App**

Postmates is an on demand delivery service that connects couriers and bike messengers within a city to anyone who needs to ship anything, from a birthday card to a refrigerator. Retail stores, local merchants or occasional buyers and sellers can use the free iPhone app to request and track pick-ups and deliveries within their city.

### **Tracking**

Using tracking links sent via email or text message, senders can easily track the status of a delivery and share this information with their recipients. Postmates allows the tracking of all deliveries in real-time throughout the entire delivery process.

**Couriers**

Postmates currently has over twenty couriers on bikes, cars and trucks available for deliveries in San Francisco, South San Francisco, Emeryville, Oakland and Berkley.

**Pricing**

Same day deliveries start at \$15 for a two hour delivery within San Francisco and \$25 for a four hour delivery to Oakland, Berkley and Emeryville.

**Security**

With insurance on all items of up to \$150, picture identification of each courier and digital signatures on pickup and delivery, Postmates keeps both senders and recipients safe.

**Availability**

The Postmates Mobile app for the iPhone is available for free beginning today in the App Store. Local merchants, retail stores and customers can register right within the app. Postmates is already supported by over 50 merchants in San Francisco. A version for Android phones will be coming soon.

**About Postmates**

Postmates' mission is to power local deliveries by matching customers who need to ship an item with couriers and bike messengers who have the free capacity to deliver these items. Founded in 2011 with offices in San Francisco and London, Postmates is currently available in the U.S. Please visit [postmates.com](http://postmates.com) for more information.