

LivingSocial heads for Edinburgh

LivingSocial, one of the fastest growing social commerce sites in the UK, has today announced it will be launching its fantastic consumer deals in Edinburgh and Sheffield. [The site](#), which provides handpicked experiences at a great value in 13 markets throughout the UK and Northern Ireland, will unveil its first, unique Edinburgh offer this Thursday, 10 February. Sheffield deals will be available the following week.

LivingSocial has saved its 20 million subscribers millions of pounds since its launch, offering 50-90% reductions on top restaurants, spas, sporting events, hotels, experiences, and other local and nationwide attractions. Once members sign up at www.livingsocial.co.uk, they receive a great local deal each day. The experience can be bought at the deal price for 24 hours and buyers typically have up to 12 months to redeem.

Peter Briffett, Managing Director at LivingSocial UK, said: "We are delighted to announce the launch of LivingSocial in Edinburgh and Sheffield. LivingSocial is the place to go to discover what's new and exciting in your local area. We are hiring a growing number of social media consultants in the UK who invest time building strong relationships with merchants and retailers in each city, so we can provide our subscribers with the best deals possible in their area. We have some surprising things in the pipeline and we are thrilled to see how subscribers in Edinburgh and Sheffield will react to our great offers."

Last month, LivingSocial offered the world's biggest 24-hour sale in the history of the Internet. A total of 1.16 million consumers purchased an Amazon gift card worth \$20 at half price, which also incurred 185,000 Facebook postings. Some

popular deals include a luxurious champagne afternoon at Le Méridien, which was snapped up by 2,542 subscribers in London; flying lessons in Dublin; romantic getaways; Spa treatments at the Hilton; and the ever-popular fish pedicure.

The LivingSocial iPhone, Android, and iPad applications allow members to view and purchase deals from their phones or tablets and redeem their deals by simply flashing the reference number, eliminating the need for print-outs.