



**DRAFT FOR IMMEDIATE RELEASE**

**IKEA U.S. ANNOUNCES PLANS TO ROLL-OUT TASKRABBIT  
AT-HOME ASSEMBLY SERVICE**

*Committed to meeting the needs of its customers, IKEA continues to innovate and offer more flexible and affordable service options*

**Conshohocken, PA (March 13, 2018)** – IKEA U.S. announces today the plans to roll-out the TaskRabbit At-Home Assembly service, now available online in select markets and in six IKEA stores across the U.S. IKEA acquired TaskRabbit, the innovative on-demand platform that connects users with skilled Taskers for a variety of home services, as part of their commitment to offering more affordable and accessible services for customers.

“We are always looking at ways we can innovate and help make our customers lives at home easier,” says Jackie DeChamps, Chief Operating Officer & EVP, IKEA U.S. “We are excited to participate in the on-demand, sharing economy and give our customers access to a flexible, convenient and affordable service solution with the new TaskRabbit At-Home Assembly service.”

“With just a few clicks, TaskRabbit offers a truly seamless experience for customers who can now purchase IKEA home furnishing products today and have them assembled in their homes as soon as tomorrow,” says Stacy Brown-Philpot, Chief Executive Officer of TaskRabbit. “We love improving people’s homes and their lives, and we know this service will help even more customers get things done.”

Currently the TaskRabbit service is available online, where TaskRabbit services are located, and in six IKEA stores in the San Francisco and New York City markets, including IKEA Emeryville, IKEA East Palo Alto, IKEA Brooklyn, IKEA Elizabeth, IKEA Long Island and IKEA Paramus. Additional IKEA stores will add the service in 2018, including those in Los Angeles, Miami, Houston, Boston, Washington D.C. and more.

IKEA U.S. updated its e-commerce site ([www.IKEA-USA.com](http://www.IKEA-USA.com)) so that users can check the availability of the TaskRabbit At-Home Assembly service – based on their location and product choice – as they shop online. The price for assembly with a TaskRabbit starts at \$36 and is based on a flat rate per type of item. Select products, including IKEA kitchens and bathrooms, are not included as part of this at-home assembly/mounting service option. For more information on how the TaskRabbit service works, customers can visit [www.taskrabbit.com/IKEA](http://www.taskrabbit.com/IKEA).

In addition to the new TaskRabbit At-Home Assembly service, IKEA is introducing new and improved product and service options for customers, including:

- **New Lower Price Shipping & Delivery:** In January, IKEA U.S. began rolling out a new, lower-priced shipping and delivery option starting at \$29. Customers can purchase all that they want – the charge is the same regardless of weight and size. Delivery rates vary based on the demand and distance from the closest IKEA retail store to your shipping address. If ordering a small item online, IKEA will ship it at a new flat parcel rate of \$9 - regardless of zip code. Click [HERE](#) for more information.

- **Click & Collect:** Last year, IKEA U.S. introduced Click & Collect in 31 of the 47 U.S. stores and plans to roll out to additional locations in 2018. This new functionality allows our customers to shop/purchase products online with ease and pick up in-store at their own convenience, avoiding the checkout line. The fee for Click & Collect is \$5, and when picking up the order, IKEA gives a \$5 IKEA Gift Card to use on a future purchase. Click [HERE](#) to view terms and conditions.
- **IKEA Financing:** IKEA U.S. is working with Alliance Data to offer co-brand and private label credit card programs. Available now, the IKEA Projekt Card is a store-branded financing solution for qualified customers doing major home decorating and renovation projects, such as a dream kitchen. The card will provide special financing options, allowing customers to pay for larger purchases over time. In the spring, IKEA U.S. will launch a co-brand rewards credit card that can be used for both IKEA purchases and for everyday spending needs such as gas, groceries and utilities. Click [HERE](#) for more information.

### **ABOUT IKEA**

Since its 1943 founding in Sweden, IKEA has offered home furnishings of good design and function at low prices. The IKEA Group operates 362 IKEA stores in 29 countries, including 47 in the U.S. IKEA incorporates sustainability into day-to-day business and supports initiatives that benefit children and the environment. For more information see [IKEA-USA.com](http://IKEA-USA.com), [@IKEAUSANews](#), [@IKEAUSA](#) or [IKEAUSA](#) on Facebook, YouTube, Instagram and Pinterest.

### **ABOUT TaskRabbit**

A pioneering on-demand workforce company, TaskRabbit connects clients with skilled Taskers to handle everyday needs such as furniture assembly, moving and packing, general handyman work, and other home improvement services. TaskRabbit operates its unique two-sided marketplace with an overall mission to have a presence in every city and on every device. TaskRabbit operates in more than 40 cities across the United States and the United Kingdom and is headquartered in San Francisco, CA. For more information, visit [TaskRabbit.com](http://TaskRabbit.com), [@TaskRabbit](#) on Twitter, Facebook, Instagram, LinkedIn, Pinterest and YouTube.

### **For more information:**

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