



Parkmobile
PARKING MADE SIMPLE™

CENTRAL CITY
Kalamazoo's Downtown



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Parkmobile USA, Inc. Launches Mobile Payment Solutions in Downtown Kalamazoo, MI in Partnership with Downtown Kalamazoo Incorporated and Central City Parking.

With the launch of Parkmobile, residents, businesses and visitors will be able to conduct their parking transactions by mobile phone.

Kalamazoo, MI April 17, 2014 - Parkmobile USA, Inc. announced today their revolutionary new service will be available at all Downtown Kalamazoo parking meters. Users will now have an alternative option to pay for parking through Parkmobile's mobile application for the iPhone, Android, Windows, and Blackberry smart phones.

"I'm excited to see Kalamazoo take this forward thinking stance on parking, making downtown more convenient and accessible, just as other larger cities like Grand Rapids and Ann Arbor have," says Susan Terranella, co-owner of Cakes Boutique and President of the Downtown Kalamazoo Restaurant and Retail Association. "This can only mean positive things for the downtown shopping community."

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To use the new Parkmobile system, customers may register for free at www.parkmobile.com or via the downloadable mobile app. Once registered, they can use the mobile app, the internet, or a toll free number to pay for parking.

After setting up the account, customers can immediately begin to purchase parking via the mobile app by entering the zone number listed on the meter and paying by method of credit card, debit card, PayPal or Parkmobile Wallet. Although payment does not integrate with the meter itself, parking officers will be equipped with a handheld device used to identify Parkmobile payments.

"I am hearing from many sources about other cities who use Parkmobile or other similar programs and it is all positive," said Chris Shook, Chair of the Downtown Kalamazoo Incorporated Parking Committee. "The value realized by this service becomes quickly apparent to the customer and is an item causing great public interest across America."

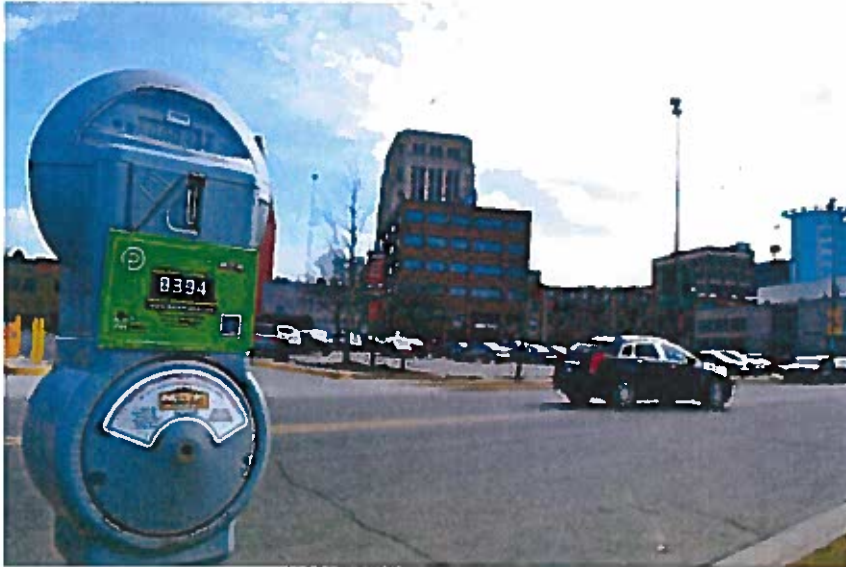
Mobile app users may also choose to receive alerts and reminders 15 minutes prior to expiration of their parking session. Time limits on meters still apply and Parkmobile will not allow users to purchase more time than allotted by the meters. A 35 cent Parkmobile transaction fee will be charged to initiate a parking session. This is in addition to the regularly charged parking fees. Parking rates on all downtown meters will remain unchanged and coin payment will continue to be accepted.

"Parkmobile is very excited to launch our mobile payment parking service in Kalamazoo," said Cherie Fuzzell, CEO of Parkmobile USA, Inc. "This technology offers customers an alternative way to pay for parking. Our mobile payment service is an example of another technology that can make our lives easier and more efficient."

The new program is offered on all downtown meters. Parkmobile's innovative technologies and services will enhance the experience of motorists. Parkmobile's mobile payment solution is an ideal parking option, and is simple and convenient.

Kalamazoo marks the ninth city following Dearborn, Grand Rapids, Petoskey, Traverse City, Mount Clemens, South Haven, Grosse Point, Ferndale and Birmingham in Michigan that offers the Parkmobile mobile payment solution. Parkmobile is also available on Western Michigan University's campus. For additional information and locations, please visit: www.parkmobile.com.

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3 Easy Ways To Sign Up

- ▶ Download FREE app
- ▶ www.parkmobile.com
- ▶ Call toll-free # on signs/stickers

For additional questions visit:
www.parkmobile.com

Paying For Parking Made Simple



Parkmobile
PARKING MADE SIMPLE™



Park.Scan.Go.



Mobile Apps



Find My Car



Parking Alerts



Remote Parking
Extensions

About Parkmobile

Parkmobile is the leading global provider of seamlessly integrated end-to-end solutions for mobile payments, parking guidance using business analytics and parking. Its offerings include mobile payments for on and off-street parking, digital parking permits, real-time enforcement and a seamless transit experience. Their services are used in more than 500 locations in the U.S. by millions of registered users. Parkmobile USA was founded in Atlanta, Georgia and its call center, engineering team and corporate headquarters are located in the U.S. Parkmobile's investors include BCD Group and Fontinalis Partners. With annual global revenues of \$22.8 billion, including \$8.5 billion partner sales, BCD Group is an international market leader in the corporate and online travel, and off-airport and mobile parking industry. Co-founded by Ford Motor Company executive chairman Bill Ford, Fontinalis Partners invests in technology companies improving next-generation mobility. For more information please visit www.parkmobile.com, facebook.com/ParkmobileUSA or on Twitter @Parkmobile.

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