



Parkmobile
PARKING MADE SIMPLE™



FOR IMMEDIATE RELEASE:

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FOR IMMEDIATE RELEASE:

Parkmobile USA, Inc. Launches Mobile Payment Solutions in Grosse Pointe, MI

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

Grosse Pointe, MI November 22, 2013-- Parkmobile USA, Inc. announced today their revolutionary new service has been implemented in Grosse Pointe. Customers can pay for parking with their cell phone using Parkmobile's native mobile applications for the iPhone, Android, Windows, and Blackberry smart phones.

To kick off the launch, the City of Grosse Pointe is offering a holiday promotion of a one time \$1.00 off the parking charge during a Parkmobile activated session at City parking meters. Anytime from Thanksgiving to Christmas, while shopping for holiday

gifts in the City, a user of Parkmobile can enter the promotion code “GPHOLIDAY” to receive a one time only dollar credit from the standard parking fee while trying out the Parkmobile electronic payment system.

To use the new Parkmobile system, customers can register for free at www.parkmobile.com or download the 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 start using the system with their registered mobile phone. They can also select the option to receive alerts and reminders 15 minutes prior to expiration of their parking session.

"Parkmobile is very to launch our mobile payment parking service in Grosse Pointe," said Cherie Fuzzell, CEO of Parkmobile USA, Inc. "This technology offers customers a new and better 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 City is pleased to offer parkers an option to be able to pay electronically. Parkers no longer having to carry around a pocketful of change, or rush out to feed the parking meter more money while enjoying a local restaurant or leisurely shopping.," stated City Manager Pete Dame.

The new program is offered city wide. Grosse Pointe marks the eighth city following Mount Clemens, Traverse, Birmingham, Ferndale, Dearborn, Grand Rapids, Petoskey, and South Haven in Michigan that offers the Parkmobile mobile payment solution Parkmobile's innovative technologies and services will enhance the experience of motorists. Parkmobile's pay by phone is an ideal parking option, and is simple and convenient.

For additional information and locations, please visit: www.parkmobile.com.

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 500 cities around the world 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 Holdings and Fontinalis Partners. With annual global revenues of \$22.8 billion, BCD Holdings is an international market leader in the corporate and online travel, and off-airport and mobile parking industry. Fontinalis Partners invests in and partners with innovative technology companies that modernize and improve transportation. Fontinalis is led by Bill Ford, a lifelong environmentalist and the executive chairman of Ford Motor Company. For more information please visit www.parkmobile.com, facebook.com/ParkmobileUSA or on Twitter @Parkmobile.

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