



Parkmobile

FOR IMMEDIATE RELEASE:

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Parkmobile North America, Inc. Announces Pay by Phone Parking in Grand Rapids.

With the launch of Parkmobile, residents and visitors in Grand Rapids are now able to start and stop their parking transaction by mobile phone. Go live date is November 2, 2009.

Grand Rapids, October 30, 2009 -- Parkmobile North America announced today a revolutionary new service that will allow residents and visitors in Grand Rapids to use their mobile phone to pay for parking.

“Grand Rapids continues to pursue innovative alternatives that optimize technology to enhance parking options, said Pam Ritsema, Director of Parking for the City of Grand Rapids. “Parkmobile clearly fits that goal with this product. It will make parking at meters even more convenient.”

"Parkmobile is very excited to launch our Pay by Phone parking service with the City of Grand Rapids," said Albert Bogaard, CEO of Parkmobile North America, Inc. “With this technology, customers no longer have to search for change or estimate the time needed at their destination. The Pay by Phone service is an example of another technology that can make our lives easier and more efficient.”

To use the service, motorists can register by calling toll-free, 800-280-4146 or visiting www.parkmobile.us . Registration requires license plate, credit card and cell phone numbers. After setting up the account, customers can immediately start using the system with their registered mobile phone. Motorists also can select the option to receive text message alerts and reminders fifteen minutes before their time expires.

For additional information on Pay by Phone parking, please visit: www.parkmobile.us .

About Parkmobile

Parkmobile is the only supplier in the world to offer seamlessly integrated end-to-end solutions for electronic parking. Our services cover all parking modes including digital permits, cashless on and off- street parking, electronic enforcement as well as seamless integration with congestion charging.

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