



Parkmobile
PARKING MADE SIMPLE™



FOR IMMEDIATE RELEASE:

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Pay by Phone Parking Now in Norwalk

Norwalk, CT October 11, 2011—The Norwalk Parking Authority and Parkmobile USA, Inc. just launched an innovative new service that allows residents of and visitors to Norwalk to save time and money by using their mobile phone to pay for parking.

The pay by phone parking service will be available at any Norwalk Parking Authority meter or pay station. Drivers can register at www.parkmobile.com, where they can also download a mobile app. Customers can use the mobile app, the Internet, or a phone call to pay for parking. Motorists will also be able to select an option to receive text message alerts and reminders 15 minutes before their parking session expires.

At a launch event, Kathryn Hebert, Director of the Norwalk Parking Authority, said “People can still pay with coins or credit cards, but this system offers many convenient benefits not only to the individual parker but to the business community.”

Laurens Eckelboom Executive Vice President, Sales of Parkmobile USA, gave a demonstration saying, “Pay by phone offers customers a new and better way to pay for parking. It is very simple, once you register you only need to enter in the zone number (visible at every meter and pay station) into the app on your smartphone or via a phone call to add minutes to the meter. You don’t even have to get out of your car to pay.”

Norwalk Mayor Richard A. Moccia added, “Pay by phone parking will be a great benefit to Norwalk’s business community by adding a hassle-free way for customers to pay for parking and stay at their businesses.

This is Park mobile’s first implementation in Connecticut and the first pay by phone option in Fairfield County that can be accessed by an app on a smart phone. For additional information and locations, please visit:

www.parkmobile.com

About Parkmobile

Parkmobile is a leading global provider of seamlessly integrated end-to-end solutions for Pay by Phone parking. Its offerings include cashless mobile payments for on and off-street parking, digital parking permits and real-time enforcement. Their services are used in 100 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 \$18 billion, BCD Holdings is an international market leader in the travel 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.

About Norwalk Parking Authority

The Norwalk Parking Authority is a financially self-sustaining organization responsible for the operation and maintenance of the municipal parking system in Norwalk. The Authority is committed to collaborating with community organizations while providing exceptional customer service to parking customers. The Norwalk Parking Authority can be reached at 203-831-9063 or at the web site: www.norwalkpark.org.

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