

Industry Leaders Launch Parking Data Ventures

Drivers will have an easier time finding a place to park as industry leaders introduce a proprietary database of 10,000-plus North American parking facilities.

Tuesday, 25 August 2009

CHICAGO – Newly launched **Parking Data Ventures, LLC** today announced the availability for licensing of a database that will make parking information from more than twenty (20) of the largest parking companies in North America available to consumers via the Internet and mobile data devices. By sourcing parking data directly from the leading parking companies in the United States and Canada, Parking Data Ventures will offer the largest, highest-quality database of proprietary parking facility information available throughout North America.

Among the information available initially will be a parking facility's entry points, hours of operation, accepted forms of payment, normalized pricing schedule, height restrictions and amenities provided. Real-time payment and reservation functionality may be enabled in the future.

The parking companies participating in the launch of Parking Data Ventures include its founding partners – Central Parking System, Inc. and Standard Parking (NASDAQ: STAN). Other parking companies making their data available to the database include: Ampco System Parking, Impark, Republic Parking, Lanier Parking, Ace Parking, and Five Star Parking. Collectively, these parking companies operate more than 10,000 parking facilities across North America, a number that is expected to grow as additional parking companies join this initiative to make parking facility information more accessible to consumers and to drive new revenue to their parking locations.

Parking Data Ventures is actively licensing its parking database directly to Internet portals, navigation device providers, and wireless carriers that are seeking to enhance their local search and location-based service (LBS) applications. The database will provide current information that can be accessed by customers seeking event, airport, and urban parking.

“The purpose of Parking Data Ventures is to ensure that the parking industry and parking consumers benefit from the distribution of accurate data about its parking facilities,” explained Michael Drow, Vice President of Strategic Initiatives for Standard Parking. “Only the parking companies themselves can ensure that current and accurate data reaches the parking public, and Parking Data Ventures will offer a cutting-edge, innovative solution to get that data to the people who rely on it.”

“We believe a significant opportunity exists to market this high-quality parking data to key Internet search engines as well as many other companies that provide local search products,” added Jim Bond, Central Parking's Executive Vice President. “In light of recent announcements by such companies regarding their intent to enhance their local search applications on interactive devices, the time is right to provide parking data products that can be used to augment the parking experience of online and mobile customers.”

“Parking data is increasingly important as consumers are able to receive real-time data via interactive devices,” noted Jason Boseck, President of Parking Data Ventures. Commenting on today's announced launch, Boseck stated, “Existing sources of parking data are simply inadequate, and I look forward to working with the top Internet search engines and parking industry to bring this important content to market.”

More information about Parking Data Ventures and opportunities for licensing is available from Parking Data Ventures President Jason Boseck, 410-991-1025 or jboseck@parkingdataventures.com.

About Parking Data Ventures

Parking Data Ventures, LLC is the leading source of high-quality parking data in the US and Canadian markets. Parking Data Ventures sources its data directly from many of the largest parking companies in North America. This high-quality parking data can be used to significantly enhance the local search and location based service (LBS) offerings from Internet portals, navigation device providers, and wireless carriers.

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