



FOR IMMEDIATE RELEASE
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**ClickandPark.com to Use New High Tech Parking Strategy for
Super Bowl XXXIX**

Orlando, Fla...ClickandPark.com, an online parking and traffic management system, and a division of Orlando based Gameday Management Group (GMG) will provide services for this year's Super Bowl XXXIX in Jacksonville, Florida. GMG has provided transportation management services to the Super Bowl for over five years. ClickandPark.com will allow Super Bowl attendees to choose a parking lot, get direct routing to their space and secure a permit for their location before arriving at the game. By distributing the flow of traffic to and from the game, this online service reduces congestion. ClickandPark.com will facilitate all vehicle for hire permits for parking at the stadium on day of game, and on behalf of the local Host Committee for access permits to the ship terminals, which will house sponsors and guests.

"We are excited to continue our relationship with the NFL and Ridgeway International for Super Bowl XXXIX and also introduce ClickandPark.com," stated Tony Vitano, president and founder of ClickandPark.com and president of GMG. "It's our goal to streamline the transportation process for all fans as well as help the event management staff focus on other priorities. ClickandPark.com is a proven success to making the traffic flow more efficient."

All parking permits will go on sale beginning January 3 at www.ClickandPark.com or by calling 866-330-PARK. Permit orders will be available for pick up at the Super Bowl Permit Office, 1750 East Duval Street (2nd floor) from January 24 through February 4th between the hours of 9 a.m. to 6 p.m. and on February 5th from 9:00 am to noon. All vehicles for hire will require a permit to park at Alltel Stadium on Super Bowl Sunday.

In addition, all vehicles wishing to drop off and/or pick up passengers at the Talley and ship terminal will require a separate permit in order to gain entrance through Talleyrand Port Lot A, the main security gate.

All vehicles must be registered with the city of Jacksonville to qualify for permit pick up. For more information, please go to www.coj.net or call 904.493.7239. You can also visit the "Event Details" section on www.ClickandPark.com.

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In addition to introducing ClickandPark.com, GMG will plan and operate transport systems for spectators, media, teams, NFL staff, NFL sponsors and corporate clients. GMG will also provide consultation on the organization of traffic management and external stadium operations plans. It's estimated that GMG will transport over 75,000 people for the event.

For the event, GMG will employ the Event Transportation Operations Plan (ETOP)[™], which is a single-source for complete, integrated planning and operations management. The copy written ETOP, which took over four years to develop, has received worldwide acclaim for its functionality and efficiency and was implemented at 15 venues for the 2002 Olympic Winter Games.

"Leading one of the world's largest sporting events requires partnering with other influential companies in the industry such as GMG," stated Jim Steeg, vice president of special events for the NFL. "Because of GMG's proven track record with the NFL, we are excited to bring their new concept, ClickandPark.com to Jacksonville and Super Bowl XXXIX."

ClickandPark.com provides a customized routing and mapping technology, which provides an overall better guest experience, while increasing event revenues and decreasing operational costs. ClickandPark.com also assists laws enforcement with effective traffic distribution and evacuation planning.

Other upcoming events for GMG and ClickandPark.com include the Presidential Inauguration and the Daytona 500. For more information, visit www.gamedaymanagementgroup and www.clickandpark.com.

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