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CLICK AND PARK PROVIDES ROUTING ENGINE BEHIND CHARLOTTE PRINT AND PARK PROGRAM

ORLANDO, FL -- Click and Park is providing the routing portion of the "Print and Park" service, a new system implemented at the new Charlotte Bobcats Arena aimed at easing parking and traffic worries to Arena events. With the click of the mouse, *Print and Park*, an internet service supported by Orlando-based Click and Park, LLC; allows attendees to select a lot and purchase reserved parking online up to 48 hours before an event.

The *Print and Park* system by Click and Park gives not only Bobcats Arena guests a great experience, but it allows arena and area officials to anticipate and more accurately plan for a smooth traffic flow on event days. "Working with Click and Park and the *Print and Park* system lets us anticipate parking volume by lot—which goes a long way to easing traffic congestion for Bobcat games and other arena events," says Barry Silberman, the arena's chief operating officer. "We have found customer satisfaction on all levels is enhanced," adds Click and Park President, Tony Vitrano, "Because the parking spaces are reserved and pre-paid, fans are able to enter the facility more quickly and will typically spend more on concessions and merchandise in the arena."

There are more than 20,000 parking spots within a 15-minute walk from the arena, and the price tag for each space varies depending on the event. *Print and Park* users select available parking in lots that are 5, 10 or 15-minute walk from the arena. Guests receive an e-mail confirmation and direct routing to their selected lot within eight hours of their parking purchase. Each user is given customized directions; different routes are prepared as lots fill, helping to manage traffic flow on the day of the event. There is an additional \$2.50 convenience fee for each space purchased through *Print and Park*.

Print and Park is a service delivered by Click and Park, an online parking and traffic management system used by event planners and parking management companies to provide consumers access to pre-registered parking for special events. Customers can purchase reserved parking online prior to an event, reducing the need for personnel to manage transactions and earning revenue in advance of the actual event. The Click and Park service also helps to alleviate traffic and parking troubles by providing detailed routing instructions to all permit purchasers. These detailed directions support the venue's transportation management plan—resulting in a more efficient, time-saving flow of traffic.

The Orlando-based company shares ownership with Gameday Management Group which plans and operates complete transport and parking systems for major events, directing spectators, media, teams, staff, sponsors and corporate clients. The Group has managed transportation and parking services for such high-profile events as The Salt Lake City Olympic Winter Games, Super Bowls XXX – XXXIX, the Daytona 500 and the Presidential Inauguration. For more information visit www.ClickandPark.com.

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