

IMMEDIATE RELEASE

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**Fast Park Launches Mobile Web Site, Bringing Parking Convenience to On-the-Go Customers.**

*New Website to Launch with Mobile Features for Smartphones*

(Cincinnati, Ohio – July 26, 2011) - The [Fast Park](#) family of off-site airport parking facilities, with 16 convenient parking facilities in 12 cities, is launching a new website with first in the parking industry, mobile functionality. The mobile features are compatible with multiple mobile platforms and can be viewed on any phone with a mobile Internet browser.

Fast Park recognizes that its valued customers are on the go and need mobile information in the palms of their hands. Fast Park is the only parking service company to bring its customers true mobile convenience. The mobile site includes Google or Mapquest maps to Fast Park facilities, daily Fast Park parking rate, facility amenities, and other useful information to improve a traveler's parking experience.

Mobile browsing is the fastest growing category on the Internet. According to Oracle, 48 percent of mobile users use their phones to get information about products and services, up from 37 percent less than a year ago.

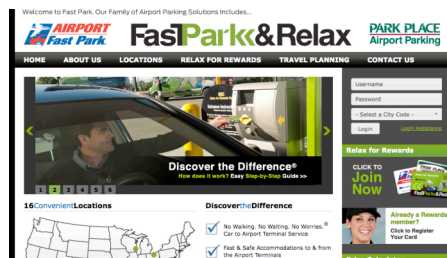
The Fast Park mobile site is also optimized for [Relax for Rewards](#) loyalty program members. Members can log in to review their personal parking history, apply for receipt credit for expense reports and to contact a Rewards Representative. There are even features for reporting a lost card, and to redeem your points for free parking certificates. The Fast Park mobile site is in addition to the company's popular social media tools including Facebook, Twitter and YouTube.

According to Ruder Finn's *Mobile Intent Index* study, "Americans are spending an average of 2.7 hours on the mobile Internet per day – connecting socially, managing their personal finances, and even as a means for advocacy." See complete study at <http://intentindex.com/mobile>.

“We invested in mobile technology because we know our customers are increasingly relying on their mobile devices to get the information they need and to manage their travel on-the-go,” said Melanie Chavez, who oversees development and branding for Fast Park. “We are providing our core customers, the business travelers, with a condensed mobile site featuring the Web site components that they rely on the most.”

The Fast Park mobile site was developed by Usablenet, a global technology leader for multichannel customer engagement. “Today’s most innovative companies are extending their websites to their customers wherever they are, and as consumers increasingly use the mobile Web to interact with brands online, it’s clear that brands must take a comprehensive approach to engaging consumers on multiple screens ” said Nick Taylor, CEO at Usablenet. “With its new mobile site, Fast Park is providing an important convenience to customers and creating a much improved customer experience.”

The new website brings together all four brands in the Fast Park family. Those brands are FastPark & Relax, FastPark 2, Airport Fast Park and Park Place.



[Click Here to visit our New site!](#)

## About Us

The Fast Park family of airport parking solutions is headquartered in Cincinnati, Ohio. There are 16 Fast Park facilities in 12 markets throughout the country. Fast Park brands include FastPark & Relax, FastPark 2, Airport Fast Park and Park Place. Fast Park companies provide customer service focused, airport parking, 24 hours per day, seven days per week, with instant shuttle service transporting travelers from their parking spot to their terminal. Parking facilities are located in Albuquerque, New Mexico; Austin, Texas; Baltimore, Maryland; Cincinnati, Ohio; Cleveland, Ohio; Houston, Texas; Memphis, Tennessee; Miami, Florida; Milwaukee, Wisconsin; Orlando, Florida; Raleigh, North Carolina; and Tucson, Arizona.

**FastPark** & Relax



**FastPark** 2

**PARK PLACE**  
Airport Parking

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