

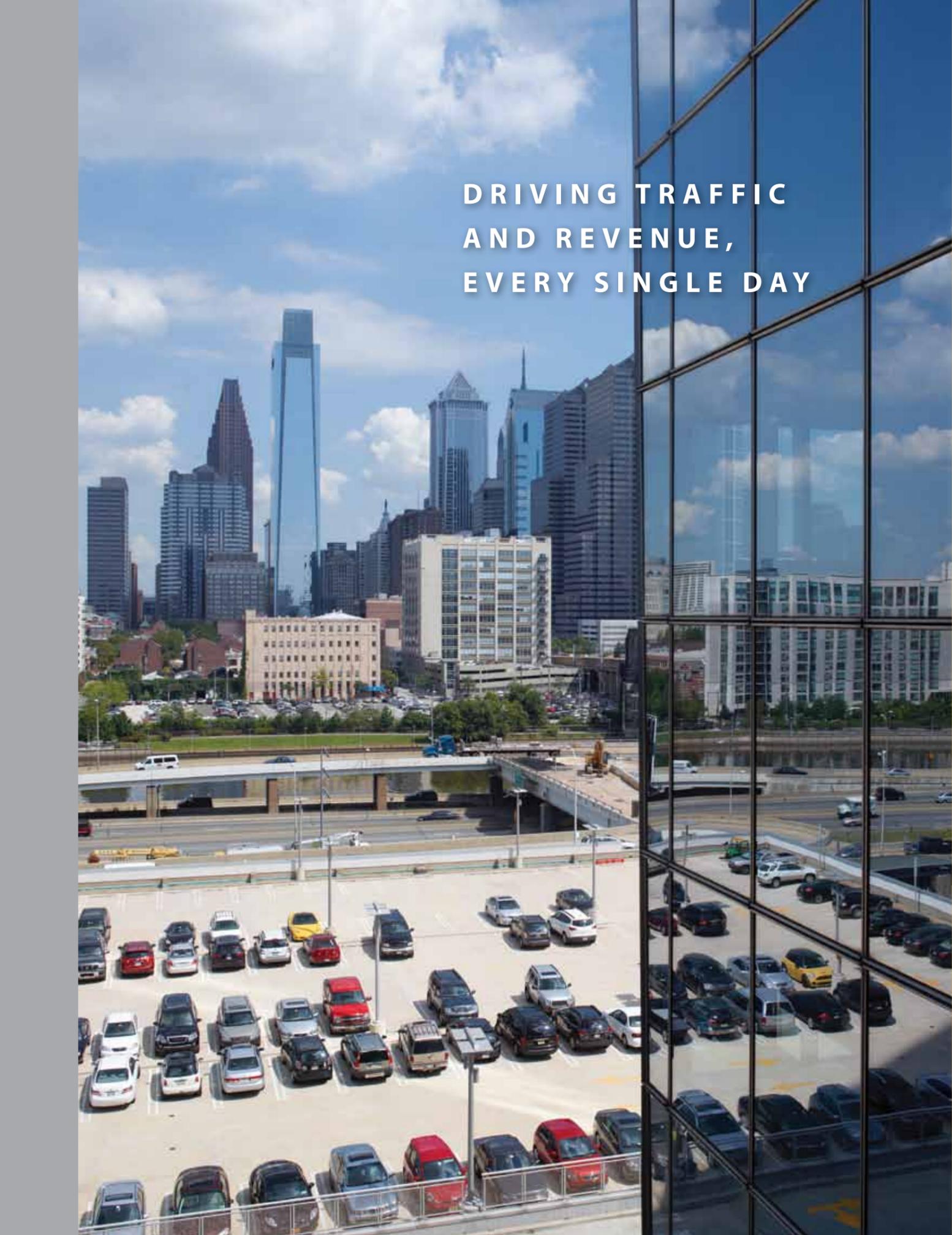
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MILLION CARS  
ENTRUSTED  
TO US DAILY



WE'RE TAKING PARKING TO A WHOLE NEW LEVEL





DRIVING TRAFFIC  
AND REVENUE,  
EVERY SINGLE DAY

Our goal is clear—  
to take the parking  
industry to a whole new  
level of increased profitability,  
enhanced efficiency, and  
unsurpassed customer service.

To realize that goal, we're fully  
invested in creating solutions  
that meet the demands of an  
ever-changing marketplace.  
In utilizing technology that  
impacts revenue, and training  
that impacts performance. We're  
looking to other industries for  
inspiration, and discovering new  
ways to drive business. We're  
defining a level of excellence  
that is second to none.

With an eye on the future,  
we're leading the way.

**We invite you to join us.**

>60  
YEARS OF  
PARKING  
EXPERIENCE

## DEFINING WHAT SETS US APART



### LEADERSHIP AND EXPERTISE IN PARKING

As the largest provider of premier parking in North America, we provide our clients with every advantage through our comprehensive roster of services, centralized back-office capabilities, results-driven marketing initiatives, and the use of the latest technological advances in the industry. Today, you'll find us in over 60 markets in 39 states, with more than 2,200 facilities and 14,000+ employees.



#### National and Local Presence

Central offers our clients the best of both worlds. As North America's largest parking services provider, we have the breadth of experience that comes with managing parking facilities on a national scale. This diverse experience allows us to understand the specific nuances of managing facilities at the local level, providing tailored solutions for clients of every size and ensuring that they're fully equipped to reach their full potential.

#### Industry-Specific Expertise

As an industry leader, Central provides services and solutions across all industry categories. Our clients benefit from the insight and expertise that comes with having a national organization and operations serving commercial office buildings, airports, major league stadiums and arenas, hotels, hospitals, universities, urban centers, toll roads, municipal parking, and many other sectors.

#### Customized Solutions

Individual attention is one of the cornerstones of our business, and we're always focused on our customers and what they need to succeed. Whether it's a consumer searching for parking on the Internet, a property owner looking to maximize revenue, or a municipality needing to update parking management services, Central develops customized solutions designed to meet—and exceed—expectations.

#### Automation and Technology

Central is a true leader in offering our clients the most innovative, technologically advanced solutions, from integrating virtual parking management into existing parking operations to comprehensive client reporting packages. We're also among the first in the industry to centralize tasks such as accounting, repairs and maintenance, and monthly parking on a national platform, delivering increased levels of service to the customer, plus cost savings and increased revenue to clients at the local level.

***Our 14,000+ employees make us who we are, and we couldn't be prouder of them.***



## PROFESSIONAL EXPERTISE THAT DRIVES BUSINESS RESULTS

Central provides personalized, value-driven management services to a wide range of industries, offering comprehensive products and services specially designed to deliver operational efficiency and improved business performance.

### Central Hospitality Services™ USA Parking®

Operating under Central and USA Parking, our premier hospitality subsidiary, we are proud to say we manage and operate more than 200 hotels, including more AAA Four and Five Diamond hotels and resorts than any other parking company. Our clients include exclusive brands such as The Ritz-Carlton, Four Seasons, St. Regis, and Mandarin Oriental—and we maintain the highest client retention rate in the business. No other parking company operates as efficiently, manages with such finesse, or uses the latest cutting-edge technologies. The reputation of our clients' brands demands operational excellence and the ability to exceed their service expectations.

### USA PARKING UNIVERSITY®

*Premier Training Yields Outstanding Results*

**Established in 1980, USA Parking University is where our culture of service and high-demand operational training is perfected in a high-tech, high-energy environment that is the heartbeat of the company.**

**Our full-time trainers, with over 60 years of USA Parking experience, were themselves trained by Talent Plus, Disney Institute, and The Ritz-Carlton Hotel Company. At all levels, associates are trained and mentored—from New-Hire Orientation to the Management Institute to Corporate Level sessions.**

**Training classes and seminars teach Aggressive Hospitality, Service Recovery, Loss Prevention, Revenue Management, Relationship Building, Contract Negotiations, Technology Workstations, and much more. All training is based on American Automobile Association (AAA) Five Diamond Standards.**

**In addition, USA Parking and its University offer "Guest Engaged" management services and training, including intense sessions for enhanced service options such as Door and Bell Service, Concierge Service, Shuttle and Transportation Services.**

### Office Buildings

Parking is a vital support service to the tenants and visitors of every office building and an increasingly important revenue-generating component of the real estate business model. We have in-depth commercial real estate experience in managing parking facilities for major office buildings and have built a dedicated revenue analysis tool exclusively for this parking category, ParkROI™. This proprietary operating and evaluation platform fuels our ability for Unlocking the Revenue Potential from Parking™ for our clients.

### Airports

Nationally known for our skilled management of on-airport parking, Central manages the parking at airports serving more than 140 million travelers each year. We offer a wide range of services, including self-parking management, valet services, airport shuttle bus operations, and commercial vehicle control. With a pulse on the ever-changing needs of airports, we are focused on providing exceptional customer service, the latest technology, and industry-leading revenue and expense control measures—all easily adaptable to meet both immediate and future demands.

### Stadiums & Arenas

We're big fans of creating individualized parking solutions—we've done it at more than 25 major league stadiums and sports arenas. We have all the resources to meet the ever-changing needs of our clientele, from self-parking management and VIP/valet parking to promotional activities and value-added services. We're well known for providing exceptional customer service, enhancing fans' game day experience, and using the latest technologies to ensure tight cash controls.

**Central also provides services for Universities, Retailers, Commercial and Mixed-Use Properties.**

### Hospitals & Health Care

Having served in this sector for more than 30 years, no company is more responsive to the unique parking challenges found in health care and hospital settings. Whether it's accommodating hospital staff, patients, and visitors, providing time-sensitive valet parking, or efficiently managing garages and surface locations, we have the skill and the staff to meet every challenge.

### Municipalities, Toll Roads, and Public/Private Partnerships (P3)

Central's tactical and management expertise is helping to drive revenue for an increasing number of municipalities, transit and transportation authorities across the country. With both consulting services and operations contracts, we offer municipalities the most sophisticated parking and transportation management advice and services available, from on-street parking efficiencies and state-of-the-art metering to merchant validation programs and public shuttle operations. We also provide toll-road management programs that efficiently lower the costs to collect tolls.



### PUBLIC/PRIVATE PARTNERSHIPS (P3) Funding for Growth

**Central is a leader in working directly with municipalities and government authorities as well as institutional investors to develop and manage on-and-off-street parking projects under a Public/Private Partnership. While no single P3 model fits the unique needs of every city, our depth of experience in working on a wide variety of projects allows us to skillfully guide our clients on how to best shape a P3 project to meet local priorities.**





### STATE-OF-THE-ART SOLUTIONS FOR OUR CLIENTS

Best practice standards are set by industry leaders, not followers. Central has invested in deploying new technology to centralize and improve client financial reporting, accounting, payroll management, purchasing, and personnel management. This innovative approach reduces the cost of operations and ensures our local managers spend their time focused on customers and not on daily administrative activities. We've acquired the leader in location automation so that properties can be centrally managed to improve service, reduce location payroll, and create an unparalleled revenue integrity environment.



#### Focus Point™

Focus Point, acquired by Central in 2010, is the leader in centralized parking management. Focus Point, which fully integrates with the majority of major parking equipment systems, is currently in use at garages in all regions of the country, ranging from health care facilities and office buildings to retail and entertainment venues. It's one of today's most powerful tools to control and manage an operation's daily, monthly, and validation revenue streams. Locations that convert to Focus Point have experienced revenue increases of up to 30% by eliminating cashiers and centralizing on-site financial reporting and management. Clients have daily access to business activity data, and Focus Point's round-the-clock coverage improves service and extends operating hours, generating more revenue. In fact, Focus Point is such an advantage that 100% of all Focus Point locations still remain clients four years later.

#### Loss Prevention (LP)

Patterned after LP in the retail industry, Central's LP group is dedicated to creating an environment of high integrity, awareness, and compliance. We utilize technology such as dashboards and programs that analyze transaction patterns to support the LP field staff in identifying and flagging high-risk transactions. Our commitment in this area supports our company's objective of achieving a superior level of performance for our clients.

#### Revenue Control Service Order (RCSO)

The RCSO system integrates Central's garage staff with the local distributor servicing the parking access and revenue control system. When service is needed, the garage manager enters the service request in the RCSO system, which notifies the service company, and tracks their response and service result. This knowledge-based application provides email progress updates and identifies recurrent service issues.

#### FOCUS POINT AT WORK

*Technology That's Transforming the Parking Business*

**Focus Point adds an array of IP cameras and T1-connected voice to all customer interaction points, including entrance and exit lanes, pay-on-foot stations, and pedestrian access points, including elevators.**

**The parking garage is connected and integrated with Focus Point's Command Center in Austin, Texas, where all car movements and transactions are monitored by its analytic tools. Command Center customer service specialists are available to handle individual customer needs.**

**Calls appear on Command Center monitors, while an integrated video system allows specialists to interact directly with customers and immediately resolve a service issue through the access and revenue control system or by dispatching a local customer service ambassador. On average, a Focus Point-managed location improves service levels, with only 1% of customers generating a customer call.**

#### Radio Frequency Identification (RFID)

Central continuously invests in applying new technologies to enhance revenue accuracy, reduce costs, improve service and collect data. RFID is one technology investment that has immediately generated results. Location attendants are equipped with a handheld device configured to read RFID monthly hang tags, issue violations, and communicate in real time to Central's monthly parking database and violation management system. An attendant can now verify valid monthly parkers faster and with more accuracy by reading the RFID monthly hang tag, and issue violations for out-of-date monthly parkers or for unpaid daily parking.

**Focus Point technology allows us to respond to customers in seconds, 24/7.**

## GUARANTEEING SMOOTH SAILING



### CLIENT SUPPORT FOR A SEAMLESS TRANSITION

Central's Client Services Group is a national team of operations, accounting, technology, reporting, and HR professionals whose major focus is to support our city teams in the seamless transition of new locations to Central's management. Our goal is to ensure client reports are right the first time, and building tenants and parking customers are never inconvenienced by a change in parking management.

### WebVision™

Access to online reporting is a common practice, but WebVision's online reporting platform is what sets us apart—we offer clients a customized system that utilizes technology for better service and lower human resources costs. Accessed through our corporate website, this proprietary web-based reporting system gives our clients a powerful tool to track and manage every aspect of their parking operation, plus monitor revenue and expenses on a daily basis.

### Portfolio Management

Client Services also works directly with portfolio clients to ensure properties managed in multiple cities across the country operate in alignment, and complex single-account contracts have continuous extra resources to support Central's city management team.

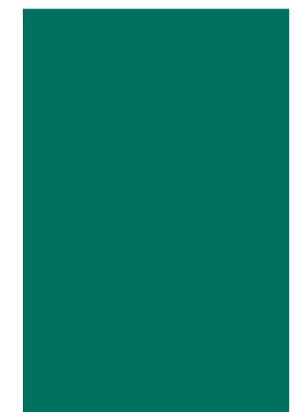
### Transition

For large or complex projects, the Client Services Group works with both Central's local management team and the client to prepare a detailed, written transition plan. This blueprint is used to make sure all critical tasks are prepared in advance and ready for the change in parking management, all client custom reporting needs are addressed up-front, and all personnel are trained and prepared. The Client Services Group is on the ground during the actual transition and conducts client surveys 45 days after management has begun.

### Client Tools

Client Services represents clients on Central's IT Steering Committee where technology priorities are set and feedback from clients is used to continually develop best-in-class reporting, analytics dashboards, and integration with all major parking access and revenue control systems.

**WebVision online reporting contains 40 standard reports and 2,800 customized reports, and is used by over 700 clients.**



### TARGETED DIRECT-TO-CONSUMER PROGRAMS

Creating preference, increasing demand, motivating repeat business, and driving consumers to parking facilities are crucial to the overall growth of revenue. Central has a marketing group focused solely on consumers—managing pricing, stimulating volume, generating consumer loyalty—and is responsible for driving millions of dollars of new revenue to Central locations. Through the use of customized websites, online marketing, mobile applications, and exclusive distribution channels, Central is front and center in reaching this valuable audience. In fact, 10 million consumers have visited one of Central's 50 consumer-facing websites, with traffic growing each month.

### Monthly Parking

Monthly parking is one of the most visited pages on Central Parking websites, and our sites are designed to respond to this high demand. We offer customers access to special monthly parking programs and, through our corporate website, the ability to purchase monthly parking online. We also offer targeted marketing programs that provide monthly parking specials based on specific locations, seasonal business, and market requirements. Our monthly parking programs close sales, support customer loyalty, and deliver the long-term secure revenue stream that these parking customers provide.

### Daily Parking Offers

With consumer-facing websites in over 50 markets, Central provides its daily parking customers with access to location information and unique, location-specific coupon offers designed to increase daily occupancy and build awareness for our parking locations and services. Our strong web presence helps position Central as the leader for Direct-to-Consumer daily parking programs.

### Customized City Attractions Pages

Central knows that people don't drive into a city to park—they come for restaurants, theaters, nightlife, and other attractions. Before making that drive, they visit their destination website for directions, to make a reservation, or to buy sporting event or theater tickets. Central partners with city attractions by creating dedicated web pages for each business that identify parking options. The business simply adds a link for parking from their website to their custom parking page on Central's city website. These pages are designed to rank at the top of search results when parking is combined with the attraction.

### Centralized Customer Service

Central is delivering a higher level of customer service than ever before by bringing its national customer service expertise to local markets through a centralized initiative designed to enhance consistency and performance. A centralized team of trained Contact Center professionals offers increased availability, improved responsiveness, and better accuracy in meeting the needs of customers. Multi-channel customer support vehicles provide easy access, while centralized databases give our service center valuable information on a city-by-city basis.

### National Partnerships

Central initiates and maintains exclusive national partnerships across a broad range of categories to drive traffic to our locations. Partners include the most popular restaurant reservations service in the country, the oldest, most recognized auto club, and national programs that allow employees to pay for parking with pre-tax dollars. These proprietary distribution channels are a valuable way to deliver incremental traffic and revenue.

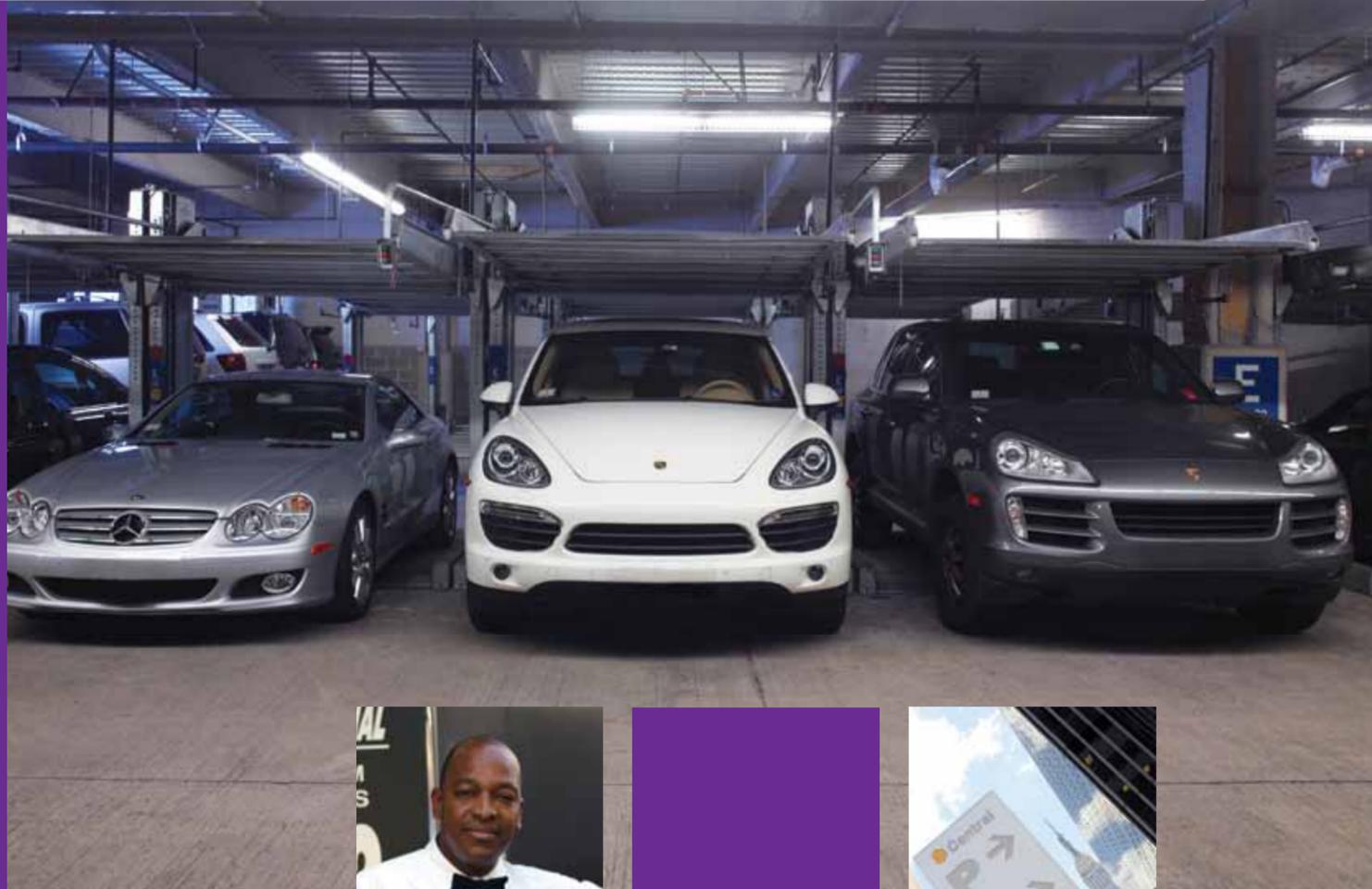
### Loyalty Programs

Our Loyalty Programs reward repeat business, which benefits location operators as much as it does customers. Locations in the program gain access to more customers and provide an attractive way to instill customer loyalty.

**Central maintains 50 city websites, all customized to address local needs.**



## EXPANDING CUSTOMER REACH



### ONLINE CAPABILITIES THAT CONNECT WITH CONSUMERS

Consumers search Google for “parking” over 600,000 times every day, which is a compelling reason for participating in Central’s category-leading web marketing programs. The Central marketing team is committed to leveraging all the web tools available to deliver customers to our locations. Our comprehensive and integrated web initiatives are a sound investment for future business and revenue growth.

#### Search Engine Optimization

With so many consumers looking online for parking, search marketing plays a significant role in parking sales. Central maintains a team of highly skilled web experts who constantly monitor site performance, updating and modifying page content and code to deliver high rankings on all major search engines. SEO performance gives Central’s locations the highest possible natural search rankings. Higher search rankings directly correlate to more parking visits—which means more revenue at Central’s locations.

#### Mobile Apps

With the introduction of a sophisticated iPhone App, Central once again takes an industry leadership position by providing unique access and feature functionality to our customers where they need it most—in their cars. With an integrated GPS “Take Me There” feature, and mobile coupons, we’re delivering a user experience that addresses today’s on-the-go parking requirements, and leading customers right to our locations from any Internet-capable mobile device.

#### Location-Based Targeting

In addition to interacting with consumers looking for parking throughout the city, Central’s marketing team tailors marketing programs to drive incremental revenue to individual locations, whether it’s downtown, by a sporting venue, or for an airport client. We deploy all of our sales and marketing tools, track revenue generation, and provide clients with business activity reports.

**Over 20 million consumers search online for parking each month.**

#### Pay-Per-Click Advertising

Our detailed understanding of SEO informs and supports our highly effective Pay-Per-Click (PPC) campaigns for our locations. By effectively using this tool, we can target ads for key parking periods or business cycles, special events, and locations in need of a revenue boost. Finely tuned delivery of targeted ads for holiday periods or theater districts puts our message directly in front of consumers looking for a place to park.

#### Social Media

The social media world is new, exciting, and growing in volume every day. Central is actively piloting programs with Facebook, Twitter, and Google to reach consumers via social media channels. We’ve already informed customers about events and special offers on Facebook, and used Twitter to assist customers with parking at arenas and stadiums. This space offers unique opportunities for Central and its clients to reach consumers and drive revenue.



## UNDERSTANDING THE NEEDS OF BUSINESS



## DIRECT-TO-BUSINESS INITIATIVES

Businesses of all types, including professional firms, museums, and hotels, need parking solutions for their employees and visitors to ensure the success of their business. Central works with businesses of every size to tailor employee monthly, daily, and visitor parking programs to meet their needs, while also directing revenue from business accounts to a Central location.



### Employee Parking Programs

Companies large and small are constantly on the lookout for programs that offer special benefits to their employees. Central assists businesses in this area by providing them with parking programs customized specifically for their employees. These programs provide valuable employee benefits, including special monthly parking rates at locations convenient to their offices, co-branded preferred customer cards, fleet programs, and pre-tax commuter programs.

### Company Web Portal

Employee turnover is standard for any business—which means that a “static” approach to marketing will miss the opportunity to enroll new employees into existing parking programs. Central offers every business a custom co-branded web page that allows employees to view, select, and enroll online in the parking option that best meets their needs.

### Pre-Tax Commuter Programs

Providing employees with access to pre-tax commuter parking programs allows companies to offer a valuable employee benefit. Central helps to deliver this advantage by partnering with many of the industry leaders in pre-tax commuter programs. Federal law allows employees to reduce their commuting costs by up to 40% by paying for monthly or daily parking with pre-tax dollars. Companies can also save as payroll taxes are not paid on pre-tax payroll deductions. According to the current IRS regulation, employees can deduct up to \$230 per month for commuter parking.



### Preferred Customer Card

Our Preferred Customer Card program provides benefits at select Central locations. Available to our monthly parking clients, these valued cards give monthly parkers preferred rates at Central Parking facilities in their home city. It's a way to reward our most loyal customers while creating brand and parking loyalty for every location we manage.

### Validated Parking

Validated parking for local businesses is one of the most value-added perks they can offer to their customers. Central sets up flexible validation programs, allowing local businesses to pay for all or a portion of a customer's parking fees for specified time periods.

### Visitor Parking

Central makes it easy for local businesses to promote our parking applications. Our local marketing staff provides an easy, web-based program that lets a business add a parking link icon to their site. Businesses can select from a library of icons that will fit on their websites. Once installed, the icon links customers directly to the Central locations nearest their destination, providing the address, rates, directions, and discount parking coupons when they are available.



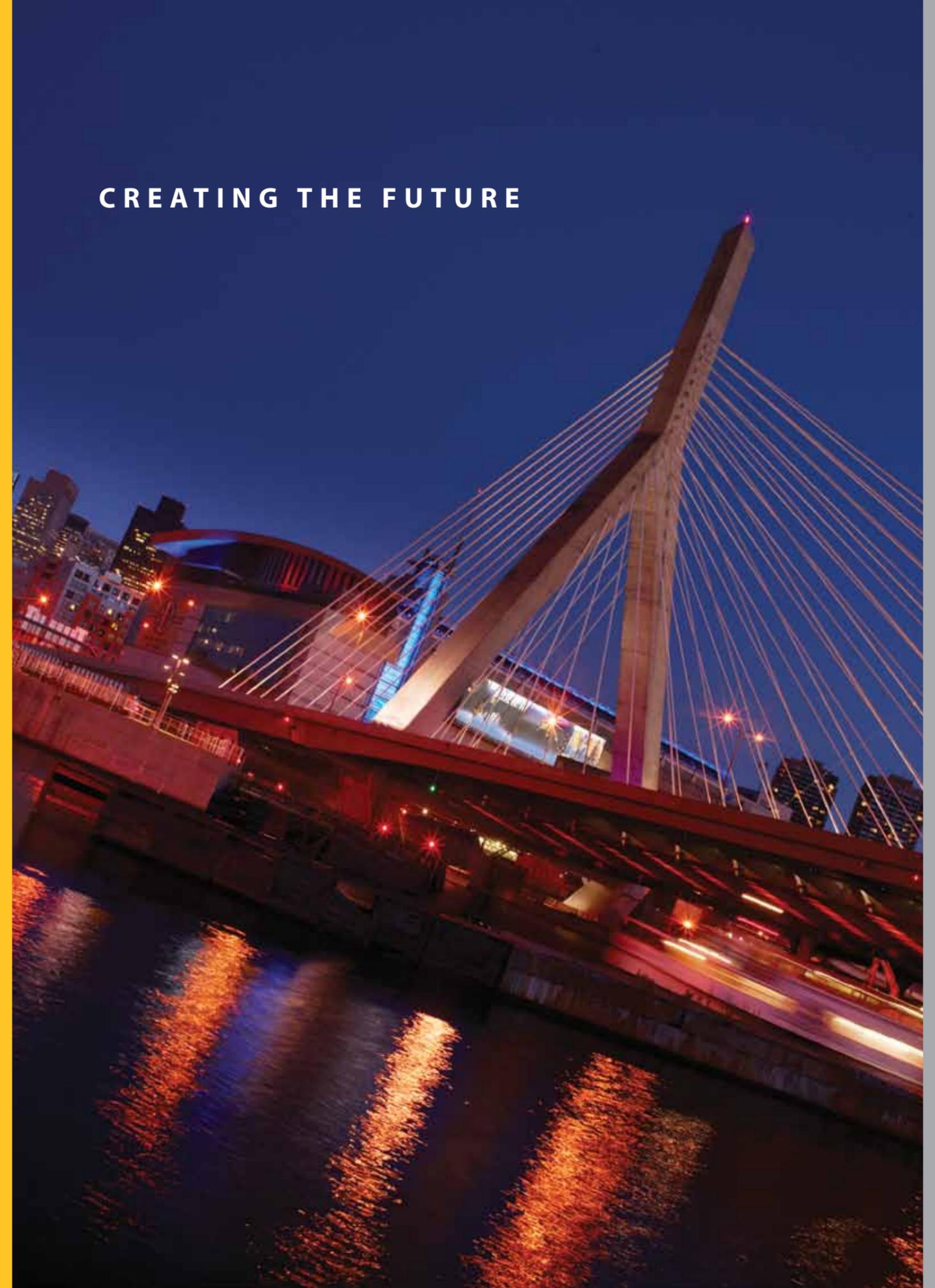
**Central parks hundreds of thousands of employee vehicles for thousands of businesses each year.**

It's not enough to look to the future. As a category leader, we want to create it.

With a focus on long-term growth, we're constantly expanding our horizons, seeking out new opportunities, new efficiencies, new sources of revenue, new ways to lower costs. In addition, we're continually developing ways to implement today's latest technologies, from automation to mobile access.

Our objective is to transform the parking industry—  
**and we're committed to taking parking to a whole new level.**

CREATING THE FUTURE





WWW.CENTRALPARKING.COM



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