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## PRESS RELEASE

FOR IMMEDIATE RELEASE  
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**Parking in Miami Beach is Made Easier with Launch of  
New Mobile Payment App and Real-time Parking Locator App**  
*-- Parkmobile and ParkMe Miami Beach Apps are Free to Download on  
iPhone and Android Devices --*

**Miami Beach, FL --** No more swiping credit cards or feeding cash into a parking meter. Paying with your smart phone is now available in Miami Beach. Now, you can find real-time parking and pay for a metered spot from the convenience of free parking apps.

Miami Beach partners with ParkMe and Parkmobile, a world-wide leader in the pay-by-phone industry, to offer an integrated service to both find and pay for parking. ParkMe Miami Beach is an app that shows parking availability and parking rates in real-time.

“Customer service is a priority for us as we pursue new efficiencies and technologies,” said Miami Beach Mayor Philip Levine. “We’ve integrated the new pay-by-phone service with our real-time parking locator app for convenient one-stop parking. This much-anticipated service will benefit both our residents and visitors.”

Miami Beach visitors and residents are now able to use the "Miami Beach Parking App" to identify municipal parking facilities, including directions to their facility of choice. Paying for metered parking in Miami Beach is easy and convenient with Parkmobile.

"Parkmobile is very excited to launch our mobile payment parking service in Miami Beach," said Cherie Fuzzell, CEO of Parkmobile USA, Inc. "We are thrilled to partner with Miami Beach Parking to offer this technology which enhances the parking experience by eliminating the need to swipe a card or feed coins to a meter. Parkmobile looks forward to working with Miami Beach Parking to offer drivers a more robust means of parking."

Parkmobile transaction fees will be waived to all new customers during the first two weeks of the launch as an introductory special offer; expires May 25.

Here are a few convenient features available through Parkmobile:

- Initiate a parking session on your phone/smart phone from the comfort of your vehicle (remotely).
- Receive text message with reminders that your parking session is about to expire and you may extend your parking session via text message from anywhere in the city.
- No need to utilize a parking meter or pay station again. Parkmobile is honored at all Miami Beach on-street and off-street metered parking spaces.
- Ancillary features in the ParkMe Miami Beach App include the ability to note exact location where your vehicle is parked (Miami Beach App), identification of the closest municipal parking facility to your destination with turn-by-turn directions to that facility, and much more.

“ParkMe is excited to partner with Miami Beach to eliminate the hassle of parking by sharing ParkMe’s real-time availability and rates to enhance the experience for all drivers using the Miami Beach ParkMe app,” said Sam Friedman, ParkMe CEO and co-founder.

Miami Beach residents must register at the Customer Service Center, located at 1755 Meridian Avenue, first floor, to qualify for a metered parking fee discount in South Beach (\$1.00 vs \$1.75 per hour) as well as no transaction fees assessed by Parkmobile. Residents who are actively participating in any of the Miami Beach’s residential parking programs have been prequalified and do not need to register. Resident must bring a valid photo identification, valid vehicle registration and valid proof of Miami Beach residency.

Parking ambassadors will be at parking locations providing information about the new service throughout the week of the launch.

Paying at meters with credit card and cash is still an option.

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*We are committed to providing excellent public service and safety to all who live, work and play in our vibrant, tropical, historic community.*