



## PRESS RELEASE

**Media Contact:**  
[press@curbstand.com](mailto:press@curbstand.com)

### **CurbStand Rolls Out New On-Demand Features Across its Growing Valet Parking Network**

*Leads the Way in Parking Innovation with 'Request A Car' and Interactive Valet App*

**LOS ANGELES, November 11, 2014** – [CurbStand](#), the app that allows users to seamlessly locate, pay and tip for valet parking from their mobile devices, today unveiled a brand-new consumer app with new on-demand features, such as allowing drivers to 'Request A Car,' among other enhancements. In tandem, CurbStand launched a companion app exclusively for valet operators to communicate directly with their customers and deliver the ultimate valet experience across CurbStand's growing valet parking network.

CurbStand is ushering in a new era for valet parking, combining 'mobile-first' innovation, real-time communication of valet parking availability and cashless payment. The introduction of new features and two-way interactivity showcases how it's pioneering real-time communication between drivers and valet operators across its parking network. Currently available in Los Angeles and Miami, CurbStand is expanding both its consumer and valet operator apps' reach to other major U.S. cities. For example, the Company has already begun initial operations in Dallas, Austin and Houston, and expects to fully launch in those markets before the close of 2014.

"CurbStand is first-to-market in transforming the valet experience by enabling in-app two-way communication between the driver and the valet attendant," said Serge Gojkovich, CEO of CurbStand. "We're allowing consumers to get to the leisurely activities they enjoy – dine, shop, and be entertained – quicker. As for valet operators, we're giving their businesses an added tech boost and getting them closer to the consumer. Combined with the bolstering of our network, CurbStand is well-positioned to redefine valet parking."

In three simple steps, users can now:

- **Check-In:** Use CurbStand's geo locator map to select the nearest valet, view rate and check-in;
- **Request Car:** Using the in-app feature, the valet attendant is notified instantly and will reply with the estimated time of car pick-up;
- **Pay...and GO!** Provide business validation for the selected parking location and confirm the mobile payment amount – including a customized option to tip in increments of a dollar.

For a quick demonstration, check out [CurbStand's video](#).

The Company enables valet operators to establish a long-term relationship with its users. The new valet app allows valet attendants to create user profiles with the car's description, including the make, model and color. As users check-in from one location to another within the CurbStand valet network, attendants will have immediate access to the CurbStand user profile to quickly retrieve the user's vehicle. Most importantly, as long as the venue is in the network, users will be treated as a valued CurbStand customer.

Furthermore, CurbStand has invested in pre-loaded Samsung tablets powered by AT&T data service and armed valet attendants with these devices. For the first time, valet personnel can communicate directly

with their customers via the app to streamline the entire valet parking experience by speeding the parking and retrieval of cars. The attendant is notified when the user requests their car and can instantly reply with the in-app messaging feature to notify the user when the car will be ready.

CurbStand has amassed more than 170 stands that serve over 200 businesses and continues to add 5-10 new locations each week in Los Angeles, Miami, Dallas, Austin and Houston. The app is currently available in the [iTunes store](#) and has already helped Los Angeles drivers enhance their valet experience. For a complete list of CurbStand locations, check out their [blog](#).

**About CurbStand:**

Founded by Owen De Vries, Moncef Abbou and Nicole Duncan in October 2013, CurbStand is an investor-backed startup based in Los Angeles, California that is introducing a mobile payment and specialty services platform for the valet and parking industries. Leveraging cutting edge technologies, CurbStand is delivering a cashless, concierge-style valet experience for customers to find, pay and tip for parking and for businesses and their valet companies to better manage their parking. Restaurants and other businesses interested in offering the seamless CurbStand valet experience should email [valet@curbstand.com](mailto:valet@curbstand.com). Visit [www.CurbStand.com](http://www.CurbStand.com) for more information. Follow CurbStand on [Twitter](#), [Instagram](#) and [Facebook](#), and download the iOS app for free via the [iTunes store](#).

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