



PRESS RELEASE

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CurbStand Expands C-Suite: Appoints Chief Technology Officer and Chief Financial Officer

*Tech and Finance Veterans Join Accomplished Executive Roster
to Accelerate Valet Network Growth and Drive Expanded On-Demand Innovation*

LOS ANGELES, December 9, 2014 – [CurbStand](#), the maker of the first and largest valet parking apps for consumers and operators that offers interactivity, seamless mobile payments and on-demand services, today announced that two new executives have joined the Company's executive team. Effectively immediately, Ethan Kravitz will take on the role of Chief Technology Officer (CTO) to lead technology development, and Frank Mastronuzzi will serve as the Chief Financial Officer (CFO) to oversee CurbStand's financial operations. The appointments come amid a strong growth period for CurbStand's valet network, including a recent \$3 million funding round, expansion into new markets, and the launch of new features and a companion operator app.

"Expanding our C-suite team marks an important milestone for CurbStand. Ethan and Frank are seasoned professionals with distinguished careers who bring a wealth of expertise as we set out to scale our user base and network, as well as pursue new growth opportunities," said Serge Gojkovich, CEO of CurbStand. "We're confident with the additional bench strength of our executive team that CurbStand will continue to be a first-mover to dramatically enhance the valet parking experience with on-demand offerings and transform the parking industry."

Ethan Kravitz, Chief Technology Officer: Ethan Kravitz is a computer engineer and startup enthusiast with more than eight years of experience. Since arriving in Los Angeles in 2012, he has become heavily involved with the Silicon Beach community and worked extensively with multiple early stage software companies in the greater Los Angeles area. Ethan received his Bachelor of Science degree in Computer Engineering from University of California, Santa Barbara in 2007 and was the first engineering hire at both Rummr, a mobile messaging application, and Invoca, a calling intelligence company that provides marketers with valuable leads needed for inbound calls. As CurbStand's CTO, Ethan is responsible for overseeing all technical aspects of the Company, including implementing cutting-edge technologies for future services.

Frank Mastronuzzi, Chief Financial Officer: Frank Mastronuzzi has more than 15 years of experience managing financial and operational functions for various companies and dotcoms. With his proven ability in providing financial planning and record-keeping, Frank will bring his highly skilled management style to CurbStand's efforts to generate revenue, reduce costs, improve productivity and enhance operating efficiencies. The McCombs School of Business at the University of Texas in Austin graduate has demonstrated exceptional leadership abilities with the capacity to build, train and mentor highly productive financial and operational teams. As CFO, Frank will use his unique blend of expertise in technical knowledge, growth strategy development and operations coordination to continue CurbStand's momentum and oversee the Company's financial operations.

These new hires round out CurbStand's executive team, which include Co-Founders Owen De Vries, Moncef Abbou and Nicole Duncan. Owen, a serial entrepreneur who raised his first capital at the age of 21, is passionate about building consumer-focused brands, which is especially evident in his founding of CurbStand and fashion incubator FD9 Group. Moncef has vast knowledge of the parking industry, as the head of a fast growing parking management company in the U.S. Nicole is a California-based entrepreneur who oversees businesses in the automotive sales/rental and parking industries and is moving toward innovative technologies to disrupt and redefine the space.

CurbStand has amassed more than 170 stands that serve over 200 businesses and continues to add 5-10 new locations each week. Currently available in Los Angeles, Miami, Dallas and Austin, the Company is expanding both its consumer and valet operator apps' reach to other major U.S. cities. CurbStand has already begun initial operations in Houston and expects to fully launch in the market before the close of 2014. The apps are available in the [iTunes store](#). 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. Visit 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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