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## **CurbStand Acquires Curby**

*Acquisition Strengthens Valet Parking Footprint, Expands Customer Categories and Accelerates Roll-out of New On-Demand Services*

**LOS ANGELES, February 10, 2015** – [CurbStand](#), the maker of the first and largest valet parking network for consumers and operators that offers interactivity, seamless mobile payments and on-demand services, today announced the acquisition of [Curby](#), the complete valet parking solution that provides valet operators with advanced business tools, reporting and metrics previously unavailable. Financial terms of this transaction were not disclosed.

The acquisition bolsters CurbStand's first-mover positioning in leading the valet parking industry with cutting-edge consumer and enterprise innovations. By integrating Curby's technology platform and leadership talent, CurbStand will offer a complete suite of valet services and enable the Company to quickly expand to new customer categories, such as lodging chains, healthcare institutions and municipalities.

"Curby is the enterprise hardware and software platform leader for valet operators and by bringing this to CurbStand, we deliver an unmatched value proposition to both businesses and consumers," said [Serge Gojkovich](#), CEO of CurbStand. "This acquisition strengthens our back-end technology, so we can make CurbStand available at large-scale institutions like hotel chains and hospitals. It will also allow us to provide more on-demand services in the near future. At the same time, we're helping valet businesses grow and differentiate themselves with cutting-edge tools and real-time intelligence."

Specifically, the Curby platform enables valet operators to monitor vehicle and staff activity in real time at each parking location, monitor productivity and the performance of staff members, evaluate historical performance of each parking location, reduce customer damage claims and data mine valuable statistics such as customer demographics, In and Out times, staff star ratings, daily revenue and more.

Curby is led by seasoned technology executives, CEO Colby Goff and CTO and co-founder Niels Jonker, who both held leadership positions at Boingo Wireless and were part of the executive team that took the company public on the NASDAQ in 2011. Goff will serve as an advisor to the Board of Directors and Jonker will now serve on the CurbStand Board of Directors.

CurbStand is redefining valet parking, combining 'mobile-first' consumer and enterprise innovation, real-time communication of valet parking availability and cashless payment. CurbStand is investing significantly in its rapidly growing network. It has amassed a network of more than 400 stands, and continues to add 5-10 new locations each week. Currently available in Los Angeles, Miami, Ft. Lauderdale, Dallas, Austin, Boston and now Denver, the Company is expanding both its consumer and valet operator apps' reach to other major U.S. cities. The apps are available in the [iTunes store](#).

### **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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