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FOR IMMEDIATE RELEASE

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**Parking Forward, Inc. Officially Launches Vertical Market Brand in conjunction with BK Racing Team Sponsorship at Talladega Superspeedway for the Alabama 500**

**Talladega (October, 18, 2016) – Parking Forward, Inc.**, new leaders in specialized parking management is pleased to announce the Associate Sponsorship with BK Racing and drivers David Ragan, Matt DiBenedetto, and Jeffrey Earnhardt for the upcoming Alabama 500 at Talladega Superspeedway, October 21<sup>st</sup> - 23<sup>rd</sup>. This announcement comes as Parking Forward officially launches its vertical market brand that provides products and services related to parking mobility and transportation operations to the racing industry and the individual NASCAR tracks.

Parking Forward, provides parking and transportation technology solutions that are changing the future of special event parking at NASCAR venues. “We understand the unique needs of NASCAR venues and the vital role that parking and transportation services contribute to the overall fan experience,” Parking Forward Communications Specialist, Thomas Conway, Jr., explained. “These days’ customer satisfaction begins online. Long before arriving at the site,” Conway continued. “To improve the overall experience we use real time data and mobile applications to enable more robust, agile customer service that will ensure the lifelong satisfaction of everyone attending the NASCAR events.”

**Parking Forward, Inc.’s Senior Vice President John D. Conway** stated, “We are extremely honored to launch our vertical market to the NASCAR industry at one of the greatest Venues of the NASCAR Sprint Cup Series, Talladega Superspeedway. We look forward to introducing our technology to the individual tracks in the future. Our team is confident, other racing venues will appreciate the benefits of our products and how they enhance the fan experience.

**Doug Fritz, Chief Marketing Officer for BK Racing**, stated, “It’s great to have Parking Forward on our team this weekend at Talladega. It’s really cool to visualize how their products can greatly improve how fans get to the races. I believe their products will revolutionize how people think about parking and transportation at NASCAR venues. It’s clear to me, their team understands the importance of our fans as do we at BK Racing. I would like to thank Parking Forward for their support of our team this weekend and look forward to seeing their products and services at NASCAR tracks each weekend helping our fans to have a great experience.”

## **About Parking Forward**

Parking Forward Inc., provides specialized parking management solutions from industry veterans with over 65 years of combined sales, parking and technology experience. **Our state of the art, proprietary technologies streamline parking revenue capture, recovery and collections that also enhance the customer experience by integrating real time data with mobile/web applications that enable more robust, agile customer service.**

**Headquartered in Denver, Colorado, Parking Forward, Inc.** partners with businesses of all sizes to drive sales on behalf of parking technology manufacturers and parking solutions providers. **Our** broad service offerings range from access and revenue control solutions to parking revenue recovery services and collections, to full-service parking management solutions. Our customers include operators, municipalities, universities, hospitals, commercial and residential buildings, hotels and special event venues. Our strategic partners include the **Urban Innovation Group (UIG), Parking Revenue Recovery Services, Inc., PARK HUB, Nationwide Parking Services, and Mountain Parking Equipment.**

## **About BK Racing**

BK Racing is a NASCAR Sprint Cup Series Toyota Racing team headquartered in Charlotte, North Carolina. Founded in 2012 after acquiring the assets of Red Bull Racing, BK Racing's staff of 60+ employees work to field the No. 23 Toyota Camry driven by David Ragan and the No. 83 Toyota Camry driven by Matt DiBenedetto. 2016 marks BK Racing's 5th consecutive full-time season in the NASCAR Sprint Cup Series.

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