



Standard Parking

Superior People. Superior Performance.

Professional parking management services



“Professionalism, attention to detail and a ‘spare no effort’ approach to customer satisfaction are core competencies of Standard Parking. We could not have achieved our financial performance goals without them.”

Crescent Real Estate Equities, LLC



Our Standard of Performance

When we began providing parking management services in 1929, drivers were getting behind the wheel of their new Model A Fords. A lot has changed since then, but our core commitment remains the same — delivering the highest standard of service to our customers.

What's in a name?

The Standard Parking name originated when we decided to let a few cars park at a Standard Oil filling station we operated in Chicago. Today, Standard Oil is known as BP, but we remain Standard Parking. Our shares are traded publicly under the STAN symbol on the NASDAQ exchange.

From a single surface lot in Chicago, we have grown to manage in excess of 2,100 parking facilities totaling more than a million spaces in 300-plus cities across the United States and Canada. Today, we provide our parking services for:

- > Airports
- > Office and mixed-use properties
- > Healthcare facilities
- > Hotels
- > Municipalities
- > Residential buildings
- > Retail centers
- > Stadiums
- > Universities

To each of them, we bring comprehensive capabilities, personal commitment, and a culture of innovation and industry leadership.



Driven to Excel

Parking planning and management

Parking facility planning

- > New facility design
- > Facility reconfiguration
- > Graphics/signage
- > Lighting/security
- > Automated traffic and revenue controls

Our parking professionals advise clients on lighting, security, signage, and automated traffic and revenue control equipment. At existing facilities, we ease crowding with solutions from stack parking to layout redesign. As an added service, our signage specialists can create parking facility graphics compatible with each property's brand identity.

Parking facility management

- > Pricing optimization/profit maximization
- > Facilities startup
- > Self-park operations
- > Cash-flow management
- > Revenue controls
- > Monthly parking/validation management
- > Pro forma projections of traffic volume

We help transform parking facilities into revenue-producing amenities that enhance tenant retention and property value. Through operations analysis, competitive market surveys, and advanced systems and technologies, we create customized management solutions that combine efficiency and economy with courtesy and convenience.

Keys to Our Success

Industry leadership

An industry pacesetter, we introduced the country's first paid airport parking services in 1951. We were the first to integrate automated vehicle identification technology with transient-rate and monthly charges on credit and debit cards. We pioneered the first variable-rate debit card system for U.S. parking facilities and secured a patent for music-themed garages to help customers remember where they parked. Our innovative technologies improve the financial performance of the parking facilities we manage.

Client profit maximization

Our financial systems are designed to help property management increase revenue and control costs. With enhanced revenue controls, tenant lease management systems, independent facility audits and equipment procurement programs, we deliver unrivaled standards of facility performance. Transaction automation eliminates cashier labor costs and reduces cash handling. Volume purchasing saves our clients money, while electronic procurement streamlines invoicing and validates expenses. And our Web-based Client View[®] system lets clients securely download monthly financials and detailed backup reports at their convenience.



Valet service

- > Traffic management
- > Staging
- > Doorman services
- > Directions and maps

Our white-glove valet service sets the tone for attentive customer service. Serving as ambassadors for our clients' properties, our employees anticipate customer needs. Whether welcoming a hotel guest, guiding a hospital visitor, greeting an office tenant or helping a residential customer start the day smiling, our staff is committed to making every patron interaction engaging and efficient.

Staffing and training

Through careful hiring and conscientious training, we field a team that mirrors and magnifies our clients' commitment to excellence. The award-winning training programs of Standard UniversitySM prepare our employees to succeed, and our recognition and rewards programs motivate them to excel. Our attractive benefits, incentives and opportunities for advancement make Standard Parking a preferred employer with a reliable, personable and stable workforce.

Revenue generation

Over the years, we have created a host of marketing programs to help our clients maximize their parking facility revenues. From entrance signage to print and online ads, customer-appreciation programs, promotional giveaways, and direct marketing to prospective parkers in the neighborhood, we get the word out and bring the parkers in. Our relationships with select advertising and marketing promotion companies provide our clients with new opportunities to enhance revenue.

Eco-friendly operations

We look for every opportunity to make our operations more eco-friendly and reduce our carbon footprint. Our innovative business processes won an "EmpowerSM the Green Enterprise" award from software giant Oracle. With our new processes, each year we expect to save 312 tons of paper, 624 tons of trees, 5.1 million gallons of water, 600,000 pounds of waste and 19,000 pounds of emissions.

Expense containment

To minimize facility operating expenses, we leverage our national buying power for services and products. To maximize labor efficiency, we use an automated workforce management system that simplifies scheduling, tracks time and lowers labor costs while at the same time freeing up local management to focus on revenue generation and customer service.

Financial control environment

Nothing is more important than the control environment that protects our clients' revenues. As a public company subject to the requirements of the Securities Exchange Act of 1934 and the Sarbanes-Oxley Act, we adhere to accounting, internal control and reporting standards that are more rigorous than those typically followed by our non-public competitors.

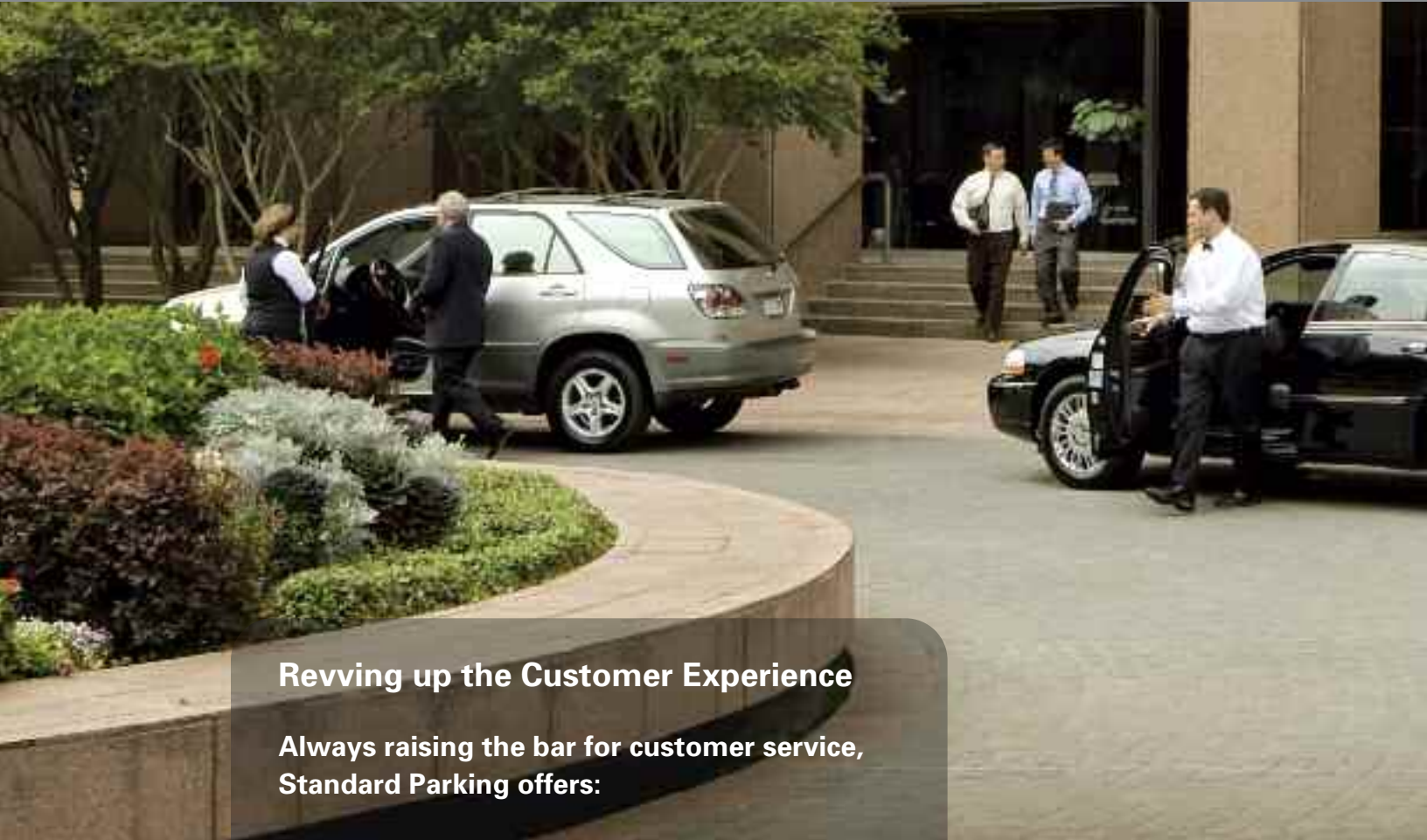
"Standard Parking's management team has provided valuable assistance with the critical components of our parking operations. They understand our business goals and have worked with us to achieve those goals, from increasing net operating income to enhancing customer service."

Nationwide Realty Investors, Ltd.



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Revving up the Customer Experience

Always raising the bar for customer service, Standard Parking offers:

- > Books-To-Go® CD lending library
- > Films-To-Go® DVD lending library
- > Standard Road Assist® emergency services
- > CarCare services
- > On-site car wash services
- > Courtesy umbrellas
- > Complimentary vehicle assistance services
 - Tire inflation
 - Tire change
 - Battery jump start
 - Windshield cleaning
- > Customer-appreciation promotions

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