Press Release

City of Pittsburgh Selects Cale America to Upgrade Parking Meter System to New Pay–by-License Plate Technology

Equal Opportunity Review Commission unanimously approves Cale's MWBE participation and applauds innovative approach

Pittsburgh, PA June 6, 2012: Cale Group's newest subsidiary, Cale America Inc, has been selected by the Public Parking Authority of Pittsburgh (PPAP) to upgrade its parking meter system. The new program will introduce pay-by-license plate technology which Cale has successfully implemented in cities such as Calgary and Amsterdam. Customers will enter their vehicle license plate number at a solar-charged multi-space meter and Cale's system will inform parking enforcement staff which vehicles are paid in real time. A cell phone payment option will also be offered, in the near future as an additional convenience. "We selected the vendor that offered the most advantageous product on the best terms," commented David Onorato, Executive Director for the PPAP. "Cale demonstrated that it can not only provide the right technology, but they also have an excellent track record of implementing successful parking programs throughout the US, Canada and Europe. Their thorough approach and commitment to local project support is refreshing and gives us great confidence that Pittsburgh will have one of the best parking programs in the world." Mr. Onorato also stated that motorists should start seeing the new multi-space meters in July and August.

On May 16, 2012, the Pittsburgh Equal Opportunity Review Commission heard Cale's plan and commitment to use women-owned and minority-owned businesses to help support the project. The plan includes using regional and local MBE and WBE firms to handle project management, marketing and public outreach and installation of the new meter system. Additionally, Cale will be setting up a local facility to handle secondary assembly of the meters, plus programming and testing – work that is normally handled in its Montreal or Tampa locations– to help meet the MWBE goals of the PPAP and City and to expedite the delivery and installation of the new meters. The commission thanked Cale for

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its innovation and creativity in helping the City achieve its goals for minority firm participation in key city contracts.

About Cale

Cale Group incorporates over 50 years of experience in the design and development of secure and innovative parking terminals for unattended locations, as well as back office applications for technology updates, revenue management and control. Cale is a global company, headquartered in Kista, Sweden, offering innovative and cost-efficient products and services within unattended payment. Cale America Inc. is based in Tampa, Florida and is Cale's newest subsidiary with more than 11,000 meters installed in over 125 cities throughout the US. Cale has been a multi-space meter provider for the Public Parking Authority of Pittsburgh for nearly a decade.

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CITY OF PITTSBURGH

THANK YOU!

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Pittsburgh PARKING Authority

The Value Parking Network

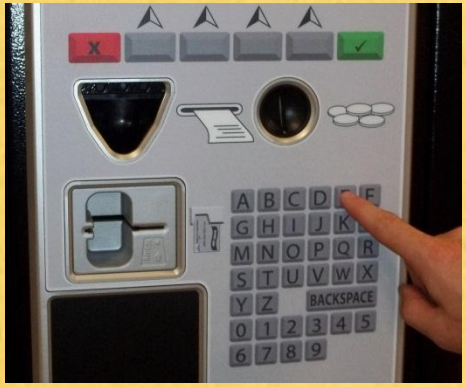
PARKING MADE EASY

PAY BY LICENSE PLATE

CALE AMERICA INC.

Parking is as easy as 1-2-3

Step 1: Enter license plate number



Step 2: Insert payment

Step 3: Print receipt (Optional)