

Press Release



Local communities eager to learn about innovative parking upgrades

Pittsburgh, PA, July 13, 2012 - Local communities were enthusiastic and positive when learning about the new parking upgrades planned by the Public Parking Authority of Pittsburgh (PPAP) and Cale America, Inc. The PPAP and Cale met with communities throughout the city the week of June 11, 2012 to provide information about the new pay-by-license parking meter system.

During the Oakland business association meeting on June 12, the PPAP and Cale presented the meter technology and answered questions. The meeting was attended by various Oakland organizations including the University of Pittsburgh, Carnegie Mellon University, UPMC, Oakland Business Improvement District, Oakcliffe Housing Club, Oakland Community Council, Oakland Planning & Development Corporation, Oakland Transportation Management Association, People's Oakland, Pittsburgh Partnership for Neighborhood Development and the United Way of Allegheny County. The consensus of opinion was that they were very pleased to hear about the upcoming improvements that are planned for the Pittsburgh parking meter program. The convenience of being able to use credit cards for payment in addition to coinage was seen as a real improvement. The businesses were thrilled with the new parking upgrades and expressed interest in the new meter installation being conducted before students return to school in the fall.

The Southside community was excited to hear about the innovative new meter technology during their meeting on June 12. It was remarked that the new pay-by-license plate technology will be a huge advantage for residents and visitors alike. It was further noted that it will save them time because they won't have to return to their car to display a receipt. The group in attendance was told that there are community outreach efforts underway, such as volunteers that will be on hand to help residents and visitors use the meters and Cale has set up a local customer service number that will be available 24/7.

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The PPAP and Cale also attended the African American Chamber Meeting on June 15 and provided a short presentation and distributed handouts on the upcoming parking upgrades. The general sentiment of the group was that paying for parking should be as quick and convenient as possible and the new meter technology would achieve that.

For progress on the parking upgrades, the PPAP will regularly post updates to Twitter and Facebook. Links to both sites and meter information can be found at <http://www.pittsburghparking.com/>.

About Cale

Cale America Inc. is based in Tampa, Florida and is a subsidiary of Sweden's Cale Group with more than 11,000 meters installed in over 125 cities throughout the US. Cale has been a multi-space meter provider for the Pittsburgh Parking Authority for nearly a decade.

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CITY OF PITTSBURGH



THANK YOU!

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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)



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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