



For more information:

Haley Sheram
BRAVE Public Relations
404.233.3993
hsheram@emailbrave.com

Michelle Madonna
Carve Communications for MyPark
305.458.9085
michelle@carvecomms.com

FOR IMMEDIATE RELEASE

Mall of Georgia adds convenience for shoppers with Express Parking by MyPark

New parking feature allows shoppers to reserve spaces for quick pick-ups and returns at Gwinnett's premier shopping destination

Buford, Ga. (December 14, 2018) – Mall of Georgia now offers a convenient way to reserve up-front parking with the launch of **Express Parking by MyPark**. The new parking program provides a quick and easy way for shoppers to pick-up, exchange or return an item! Visitors can download the app and reserve a premium parking space just steps away from the primary entrances.

"This new parking option makes returning, exchanging and picking up items a breeze – all just in time for the holiday shopping season," said Teresa Holloway, director of marketing and business development for Mall of Georgia. "Our goal is to always provide our visitors with the best possible shopping experience, and the addition of Express Parking will help shoppers find peace of mind!"

Guests can choose from 14 parking spaces near three of Mall of Georgia's primary entrances – Marquee Entrance, South Plaza and North Plaza. Express Parking by MyPark offers complimentary parking for the first 30 minutes and \$5 per hour thereafter. The convenience of this amenity allows shoppers to reserve a prime parking spot both when and where they need it, directly from their smartphones. The solution eliminates the time and effort exerted driving up and down the parking aisles in search of an ideal spot near a desired store entrance.

Users can go to the usemypark.com website and click on the links to their respective app stores or download the app directly from the Android or iOS stores, register and tell the app where and when they would like to park. Then they choose the section they want (the best spot is selected automatically by default) and confirm their reservation. Once users arrive at their reserved space, they simply tap "Let Me In" on their iOS or Android device and the unique MyPark reservation device will lower to give them access.

“We are continuously looking for new ways to further enhance the shopping experience,” said Luis Mayendia, President & CEO of MyPark. “By partnering with Simon Properties and Mall of Georgia, we are able to provide the convenience of our self-parking service and make shopping more enjoyable during the busy holiday season.”

Get to shopping faster by visiting usemypark.com to learn more and download the free app.

About Mall of Georgia

Mall of Georgia, the largest mall in the Southeast, features more than 200 stores, including anchors Belk, Dillard's, JCPenney, Macy's and Von Maur. Various dining options provide an assortment of flavors and cuisine from casual eateries to fine dining restaurants, including Marlow's Tavern, Tin Lizzy's Cantina, P.F. Chang's China Bistro, The Cheesecake Factory and more. For entertainment offerings, shoppers can also enjoy the Regal Cinema 20 & IMAX, a 20-screen, 3-D IMAX theatre located on the third level, and The Village Pavilion, an outdoor, 500-seat amphitheater located in The Village. For a mall map, store listings, directions, mall events and job listings, please visit simon.com/mallofgeorgia. Connect with Mall of Georgia on facebook.com/MallofGeorgia, twitter.com/ShopMallOfGA and instagram.com/shopmallofga.

About MyPark

MyPark is a revolutionary IoT solution that enables the monetization and control of premium parking spaces at high traffic, high value spots, while offering the user the most convenient and fun way to park. We accomplish this by combining our unique MyPark device with our user friendly reservation and payment app, making MyPark a complete solution for providing convenience as well as a powerful management tool. MyPark, which has two unique and patented technologies is used by malls, private and public garages, and property management companies, MyPark solves the hassles of crowded parking lots and garages and brings greater efficiency, enforcement, monetization and user control to the parking process. The system operates in an autonomous fashion reducing operating expenses while improving the customer experience. Founded in 2013 in Miami, Florida, MyPark is a South Florida owned, designed and engineered platform with national presence.

###