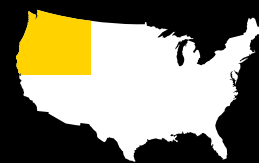


A NATIONAL FOOTPRINT



NORTHWEST REGION
1000 Van Ness
Suite 108
San Francisco, CA 94109
415-550-8740



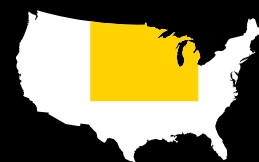
NORTHEAST REGION
Four Copley Place
Suite 4400A
Boston, MA 02116
617-426-0604



SOUTHWEST REGION
10635 Santa Monica Bd
Suite 145
Los Angeles, CA 90025
310-446-7925



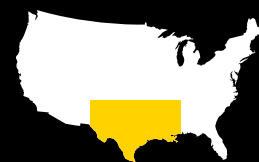
MID-ATLANTIC REGION
2001 S Street, NW
Suite 610
Washington, DC 20009
202-667-3030



CENTRAL REGION
33 W Monroe Street
Suite 270
Chicago, IL 60603
312-577-7985



SOUTHEAST REGION
3500 Lenox Rd. N.E.
Suite 700
Atlanta, GA 30326
404-266-9391



TEXAS REGION
1310 Elm Street
Suite 110
Dallas, TX 75202
214-720-7275



FLORIDA REGION
1000 5th Street
Suite 1311
Miami Beach, FL 33139
305-531-1725

IT'S ABOUT PEOPLE SERVICE PROFITABILITY RELATIONSHIPS

OPENING DOORS FOR PEOPLE



WWW.LAZPARKING.COM



IT'S ABOUT PEOPLE

SUCCESSFUL ORGANIZATIONS ARE COMPRISED OF SUCCESSFUL INDIVIDUALS.

We understand that people make the difference, and our culture is dedicated to finding the best people and creating opportunities for them. Our associates are the key to our success. Our staff is comprised of individuals with hospitality parking management training and experience.

Nearly all of our associates have worked in the hospitality and/or parking industries for many years and rely heavily on that combined experience and knowledge base to promote first-rate hospitality management and professional guest service at your property.

IT'S ABOUT PROFITABILITY

THE NAME OF THE GAME IS REVENUE CONTROL, AND WE PLAY IT BEST.

Your parking business is a valuable asset. Many properties overlook the financial opportunity inherent in their parking business and operate it at a loss or a level of profitability far below its true potential.

That's where our expertise is most valuable in the true sense of the word. Our best-practice policies and procedures and

experience ensure that all parking revenue is captured on a daily basis whether your operation utilizes self-parking, valet parking, or both. This is the essence of revenue control. For many properties, it can mean gross revenue increases of 25 to 50 percent. In some cases, it exceeds 100 percent. In all cases, the additional revenue flows directly to the bottom line.

WHERE PARKING AND HOSPITALITY MANAGEMENT BECOME ONE



IT'S ABOUT SERVICE

YOUR GUESTS ARE OUR GUESTS.

Your guests are our guests. That's our motto. Serving our clients is important. Serving our clients' guests is paramount. This philosophy pervades everything we do. It is ingrained in every one of our valued employees.

Once hired, each employee must complete our training program encompassing hotel operations, guest service, and safety. Formal training is followed by our signature Ambassador Training - our formalized on-the-job mentoring program and evaluation system. Those employees who successfully complete all phases of our training are then given the privilege of serving your guests.

The Ultimate honor.

IT'S ABOUT RELATIONSHIPS

MORE THAN A VENDOR: A PARTNER.

GUEST SERVICES

When we manage your guest services - bell, door, valet, concierge, or transportation service - we become an extension of your staff. In essence, our staff becomes your staff, ready and willing to respond to your needs. Our on-site managers attend team meetings to ensure that we are always working in concert with all other departments. Our managers are accountable not only to us but also to you, solidifying our partnership.

BALANCED MANAGEMENT

We will balance profitable parking management with high-quality guest service and provide an opportunity for you to transform what is likely a cost center, or a nominal revenue-generating operation into a profit center. Our track record shows material gross revenue and gross profit improvements that make investing time in your parking operations one of the best investments you'll make this year.

