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THE PARKING SPOT INTRODUCES DALLAS STARS-THEMED SHUTTLES AT DFW AND LOVE FIELD

Stars Join Longhorns, Aggies and Horned Frogs as Part of Company's Metroplex Fleet

DALLAS (January XX, 2010) – The Dallas Stars will be the latest team honored by The Parking Spot as new gold-and-green spotted shuttles will be rolled out at DFW and Love Field as part of a nationwide partnership with collegiate and professional teams that play in cities in which The Parking Spot operates its near airport parking facilities.

"While thousands of travelers routinely take advantage of The Parking Spot's signature service and convenience, the team shuttles really tap into the passion that our guests have for their favorite college or pro team," said Mark Wildman, Vice President of Marketing. "We think it's one more unique point that differentiates The Parking Spot from our competition. And the response from our guests has been outstanding."

What began last summer with themed shuttles that celebrated the rivalry between USC and UCLA at The Parking Spot's LAX facilities has turned into a transformation of shuttles at The Parking Spot's 19 locations around the country. The new Dallas Stars shuttles will become part of a fleet that includes spotted shuttles with the logos and school colors of The University of Texas, Texas A&M and TCU. The Parking Spot's Austin facility also features a shuttle honoring the Texas Stars, which serves as the AHL affiliate to the Dallas Stars.

"We saw a tremendous media opportunity to promote Dallas Stars Hockey through our partnership with The Parking Spot," said Rodney Ferrell, Director of Corporate Partnerships for the Dallas Stars. "The Dallas Stars branded bus wraps are unique and memorable- and compliment our out of home strategy."

The Parking Spot has rolled out 16 shuttle designs honoring top collegiate and professional teams. Plans include adding selective new team shuttle designs in 2010.

About The Parking Spot

The Parking Spot, which operates 19 near airport parking facilities at 12 airports in 10 cities, provides service to and from the airport in distinctive spotted shuttles that depart and return to the facility every five to seven minutes. Guests at The Parking Spot enjoy signature amenities and service, including complimentary luggage assistance, membership in the Spot Club™ frequent parking program and bottled water upon their return. To make reservations, check rates, confirm availability or to check the weather at each facility, visit www.TheParkingSpot.com.

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