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**Flint's ParkingCarma Finalist for 2007 Dell/ NFIB Small Business Excellence Award, Receives Funding from Ann Arbor SPARK**

**Flint, Mich. – May 1, 2007 --** Flint-based ParkingCarma, an intelligent transportation leader that enables members to locate and obtain virtual parking permits real-time via cell phones, the internet or on-board navigation systems, was recently named a finalist for the 2007 Dell/National Federation of Independent Business (NFIB) Small Business Excellence in Customer Experience Award.

Additionally, ParkingCarma has received funding totaling \$1 million from Ann Arbor SPARK, Automation Alley and the Mott Foundation. ParkingCarma is using the funds to propel the company's growth as it expands beyond its initial pilot program to cities nationwide.

"ParkingCarma's innovative approach to intelligent transportation was borne out of shared frustration between drivers and parking owners." said Rick Warner, CEO, ParkingCarma. "Searching for parking in any city is inconvenient, costly, and detrimental to the environment. By offering drivers the ability to easily find and get a parking space, drivers benefit from increased convenience, and parking facilities owners benefit from enhanced utilization and profits."

To qualify for the Dell/NFIB Small Business Excellence in Customer Experience Award, ParkingCarma had to show how it uses information technology to drive a significant change or develop a competitive advantage, and show a commitment to superior customer value and experience.

Students at Nashville's Vanderbilt School of Business selected ParkingCarma and nine other award finalists for their spirit of innovation. The award winner will be announced in July as part of a Dell small business event.

The winning small business will receive \$30,000 in Dell products and services, a lifetime membership to NFIB and a full day with Dell executives, including chairman and CEO Michael Dell, to share best practices at the company's headquarters in Round Rock, Texas.

**ABOUT PARKINGCARMA**

ParkingCarma, Inc. a new Michigan Intelligent Transportation Services company makes parking convenient ---"Get your Spot". With development offices in Berkeley California, and operations in Flint, Michigan; ParkingCarma leverages applied research and development in converged communications and dynamic data services to bring

consumer and enterprise services to the market. For more information about ParkingCarma services and investment opportunities, visit [www.ParkingCarma.com](http://www.ParkingCarma.com).

**ABOUT ANN ARBOR SPARK**

Ann Arbor SPARK, a non-profit organization, is the driving force in establishing the Ann Arbor region as a destination for business expansion, retention, and location by identifying and meeting the needs of business at every stage, from startups to large organizations. Ann Arbor SPARK represents all communities in the Washtenaw County. Ann Arbor SPARK collaborates with business, academic, government, and community investor partners including the University of Michigan, Eastern Michigan University, the Herbert and Grace Dow Foundation, Pfizer, Washtenaw County, the City of Ann Arbor, the Bank of Ann Arbor and the Michigan Economic Development Corporation. For more information, please call (734) 761-9317 or visit [www.AnnArborSPARK.org](http://www.AnnArborSPARK.org).

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