

IT'S ABOUT
PEOPLE
SERVICE
PROFITABILITY
RELATIONSHIPS

OPENING
DOORS
FOR PEOPLE



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.

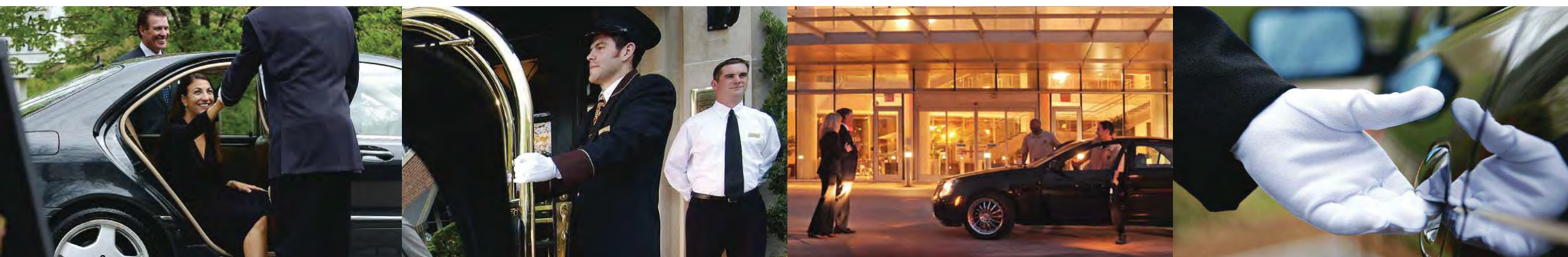
IT'S ABOUT PROFITABILITY

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.



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.

In fact, that's where superb guest service starts: superb guest servants. That's why LAZ Ultimate Hospitality employees are hired only after an extensive screening process, including reference checks and driving record reviews.

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.

HYATT



KIMPTON®
hotels & restaurants



THE LAZ ADVANTAGE

THE BEST OF BOTH WORLDS

"Our vision is to cultivate a true "Partners In Parking" relationship that establishes a strategic alliance with our clients. We work in collaboration to maximize revenues, minimize expenses, and drive up profits. We incorporate state-of-the-art technology that enhances personalized services throughout the guest experience. On a localized basis, these "true partnerships" provide our clients with the unique opportunity to realize significant synergies through shared management, innovative parking solutions, outside-the-box thinking, and volume discounting."

LAZ Ultimate Hospitality

***Our Mission: To create opportunities
for our employees and value for our clients.***

The support, expertise, depth, financial stability, and buying power of a national service provider with the attention to detail, personal service, enthusiasm, lightning fast response time, and local command and control of a local partner.

LAZ Ultimate Hospitality was formed in 2008 when Ultimate Parking, a 20-year hospitality parking industry leader, and Sunset Parking, a leader in the industry in Southern California, joined forces with LAZ Parking, a national parking company celebrating its 30th anniversary in 2011. Today, LAZ

Parking owns, leases, and manages facilities across the United States.

In addition to hotels and resorts, LAZ Parking's portfolio includes standalone garages, surface lots, major event parking, residential buildings, office buildings, municipal parking, shuttle systems, consulting, medical facilities, valet parking sites, airports, and university parking.

The combined operation—LAZ Ultimate Hospitality—is singularly focused on delivering professional hospitality services to you. Today, LAZ Ultimate Hospitality has

regional offices in primary markets throughout the country. Managed by key company executives, these regional offices closely support our operations and personnel, maintaining intimate involvement with each of our facilities and clients. Our broad parking expertise gives us the ability to manage all aspects of hospitality parking and mixed use properties. Our experience in designing and implementing innovative parking solutions and our commitment to advanced technology is paramount to our unparalleled success.

Our Goal: We partner with our clients to create outstanding guest experiences and maximize financial returns for their parking assets.



"Since LAZ Ultimate Hospitality was awarded the contract to manage parking operations at the Hyatt Regency Chicago, we have been extremely pleased by the superior customer service and responsiveness that your company has demonstrated."

Patrick Donelly, General Manager
Hyatt Regency Chicago

"LAZ Ultimate Hospitality sets the bar extremely high in all aspects of their operation. Their team members make the difference with their attentive service and genuine care to our guests."

Mike DeFrino, SVP Hotel Operations
Kimpton Hotels

"During the first year of our partnership, our garage revenues increased approximately 30 percent and profits exceeded our expectations."

Doug Ridge, General Manager
Starwood Hotels

"We set out to achieve multiple goals as it relates to the hotel's parking and guest service operations. Goals included organizational, financial, customer satisfaction, and marketing. I am happy to report that we have met and exceeded all of our hopes, and it is fair to credit the team at LAZ Ultimate Hospitality for these accomplishments."

Phil Stamm, General Manager
Hyatt Hotels

"Providing the best possible guest experience is always top priority for our hotels and Parking is one of the key customer touch-points in the process. LAZ Ultimate Hospitality has produced excellent guest service scores within a business model that emphasizes profitability. They've been extremely responsive and flexible as our national hospitality portfolio has grown – LAZ has been a great partner."

James Procaccianti, President & CEO
The Procaccianti Group

"LAZ Ultimate Hospitality has proven to be invaluable due to your experience, professionalism, and great followthrough. You are smart, react quickly, and have really been "over the top."

Ted Axe, General Manager
KSL Resorts

"Equally impressive has been the caliber and training of the on-site staff. Our guests have had wonderful experiences with your team and their knowledge of the W brand and our amenity offerings. The quality of your training programs and W-specific on-board support for the property has not gone unnoticed."

Marylouise Fitzgibbon, General Manager
W Atlanta Buckhead

A NATIONAL FOOTPRINT



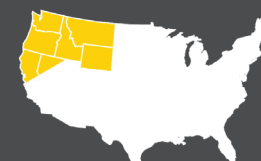
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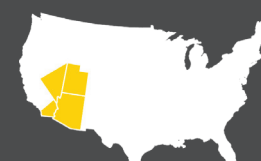
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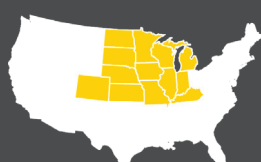
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