

STREETLINE RECIEVES THE WALL STREET JOURNAL 2011 TECHNOLOGY INNOVATION AWARD
Streetline's Parker™ App Awarded Runner-up in Transportation Category

FOSTER CITY, Calif. – Oct. 17, 2011 – Streetline, Inc. (www.streetline.com) has been named a 2011 runner-up for The Wall Street Journal Technology Innovation Awards. Streetline was recognized in the transportation category for its smartphone app Parker™ that delivers real-time information on available parking spots nearby.

The Wall Street Journal received over 600 applications from companies, organizations and individuals in 31 countries. An independent panel of judges from venture-capital firms, universities and other organizations and companies assessed the entries based on whether the innovation breaks with conventional ideas or processes in its field, whether it goes beyond marginal improvements on something that already exists, and whether it will have a wide impact in its field or on future technology. From that pool, the judges chose a total of 35 winners and runners-up in 16 categories.

“Streetline is honored to be recognized as a leading technology innovator by such a prestigious publication,” said Zia Yusuf, president and CEO of Streetline. “With the launch of Parker, we introduced the first fully integrated consumer smart parking platform that not only helps consumers easily find and pay for available parking, it also helps them access parking data – such as location and hours – for facilities across the US.”

Streetline's patented smart parking platform detects the presence of a car through a network of ultra-low power wireless sensors located in individual parking spaces. By downloading Parker onto a smartphone or compatible tablet, consumers can access real-time parking availability – with icons noting more than four spaces available (plenty of parking), more than two spaces available (some parking), or less than two spaces available (limited parking). The app also delivers information about parking space time limits, pricing, whether meters take credit cards or coins, and space capacity for select off-street parking facilities including structures and lots.

The Wall Streetline Journal Technology Innovation Award winners will be honored at a dinner and awards ceremony on November 8 in conjunction with the VentureWire FASTech conference in Redwood City, California. For more information, please visit <http://fastech.dowjones.com/>.

Attendees to the 18th World Congress on Intelligent Transport Systems that is being held from October 16-20, 2011 can visit Streetline at Booth #1445.

About Streetline, Inc.

Streetline's mission is to make smart cities a reality through the use of sensor-enabled mobile and web applications. We bring together all aspects of parking management technology in one integrated system – from street-level sensors to mobile apps, analytics, and parking management software. As the leading global provider of real-time parking solutions for cities, airports, universities, private garages, and motorists, Streetline has recorded more than 40 million parking sessions.

Streetline is a privately held company headquartered in Foster City, Calif. The company was recently named one of Fast Company's 10 Most Innovative Companies in Transportation, as well as IBM Global Entrepreneur of the Year. For more information visit: www.streetline.com.

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