

For Immediate Release



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## Mobile App Solves Charleston's Parking Problem

More Users, More Spaces, More Exciting Features

**Charleston SC, September 5, 2018** - New parking laws are making it difficult and expensive to find parking. Luckily, two locals saw an opportunity and created an innovative solution to Charleston's parking crisis. Enter, Hah! Parking.

Hah! (How About Here) connects drivers in search of parking to private owners and businesses with space to share. Locals can rent their driveways and unused parking spaces by the hour, day or month to earn extra money. We now have over 2,300 users and over 100 inventory spaces.

Downtown Resident, Will N. says,

"My driveway sits empty all day while I am at work from 9-5 and now I am able to rent it out to someone who needs parking, while also earning extra money."

Since its release in April 2018, Hah! has continued to grow exponentially. Its' recent successful partnership with Charleston RiverDogs led to an upcoming partnership with the South Carolina Stingrays.

These brand partnerships allow Hah! to engage with the Charleston community by offering VIP parking spaces and restaurant gift card giveaways.

Hah! VIP Driver, Frank R. claims,

"This app takes away all the stress of game day traffic. Not once did I have to worry about finding a parking spot."

Between commercial partnerships and personal driveway rentals for beach days and dinners out, the rapid growth has allowed Hah! to take its service to the next level. These first four months included multiple user testing events that gathered significant feedback from users, allowing the Hah! team to create a seamless virtual parking experience. Hah! is now expanding its parking space inventory in accordance with these specific user demands. By January 2019, Hah! will be ready for download with many new features to improve user experience. The current working prototype will be replaced by a polished finished product.

It is Hah!'s mission to make parking as efficient as possible. Co-Founder Victor Vitali explains, "I've lived in Charleston for 7 years and have seen the parking situation change dramatically. This causes more traffic, accidents and worst of all - the wasted time, fuel and carbon emissions have a negative impact on our environment."

Hah! decreases traffic by making thousands of empty parking spaces open to the public while helping local community members turn their extra space into extra money. The app is free to download now on both iOS and Android.