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PRESS RELEASE

Purple Parking Launches Web site with Quickest Booking Engine in Sector

UK's leading airport parking provider releases new, user-friendly web site

London, UK, 22 July, 2009: Purple Parking, the UK's leading [airport car parking provider](#), has released a new web site that not only boasts the quickest booking engine in the sector, but dozens of pages of useful information for travellers.

Purple Parking has upgraded its entire booking system to ensure users can reserve their car parking space within minutes. Mark Hinge, Managing Director, says: "We wanted to make the process quick and simple. The booking engine on the web site has gone through dozens of enhancements to make it as user-friendly as possible, and I am delighted with the end result."

Established in 1990, Purple Parking offers parking at 20 airports around the UK. Over one million people have used the company's service at Heathrow. Purple Parking owns the largest car park in the country near the airport, with 10,000 parking spaces.

As well as an innovative booking engine, a new service allows users to book a hotel room near their hotel. Mark Hinge believes this will prove to be particularly popular: "many clients have requested this and, by staying at a hotel by the airport the night before their journey, they will be able to continue their journey refreshed."

The web site at <http://www.PurpleParking.com> , designed by a leading London design agency, features detailed information about individual airports and the 50 car parks that Purple Parking serves. The Purple Parking Price Promise on the site guarantees the lowest rates to customers.

It also sees the revival of Mr Purple, the cartoon character who was a much-loved hallmark of Purple Parking's branding in the early days.

About Purple Parking

Purple Parking Limited is Heathrow's leading off airport car park operator and one of the largest distributors of airport parking in the UK. Established in 1990 the award-winning company offers car parking at 20 airports across the country.

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