

FOR IMMEDIATE RELEASE

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PARK ROYAL

PARK ROYAL RE-LAUNCHES SUCCESSFUL PARK SMART RADIO STATION

92.5 FM gives customers information on parking, construction and much more

WEST VANCOUVER, B.C. – Park Royal has re-launched its popular Park Smart Radio. Originally introduced in November of last year, Park Royal customers can tune into 92.5 FM when they are in the vicinity of and entering Park Royal to get up-to-date information on construction, traffic, parking and more.

“Park Smart Radio had amazing success last holiday season in helping our customers get around our property more efficiently,” said Rick Amantea, Vice President of Park Royal. “We know that parking changes can impact our customers, so it just made sense to reintroduce Park Smart Radio to help ensure they have proper and timely information on how to navigate our parking areas.”

With the construction of Park Royal's Village Retail Expansion well underway, Park Smart Radio has already received a warm welcome from customers who appreciate being updated about construction, parking and event updates. The radio station rotates between live and recorded segments and runs 24-hours a day, seven-days-a-week.

“Even with the current construction activity, we have over 4,400 free parking spaces still available at Park Royal,” added Rick Amantea. “As we move forward with the next phases of development, Park Smart Radio will help direct customers to parking areas and entrances they never knew existed before.”

Park Smart Radio will continue well beyond the holiday season and into 2013. For more information about Park Royal, visit parkroyalconnected.com.

About Park Royal

Home to over 280 stores and services, Park Royal and The Village at Park Royal feature 1.2 million square feet of high quality retail. Situated at the foot of the landmark Lions Gate Bridge and minutes from downtown Vancouver, Park Royal and The Village at Park Royal are at the forefront of fashion and retail in the Lower Mainland. Learn more at shopparkroyal.com.

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