

PRESS RELEASE

For Immediate Release

FREE DAILY PARKING NOW AVAILABLE TO LOCALS IN THE CANNERY ROW GARAGE

Monterey City Council Approves Initiative Offered by Cannery Row Business Association

MONTEREY, Calif. – June 3, 2009 – Locals looking to shop, dine and play on Cannery Row now have an extra incentive to do so—free parking!

Hoping to help customers during these tough economic times, the business improvement district for Cannery Row, the Cannery Row Business Association (CBA) developed a parking initiative offering locals free parking daily after 4:00 PM in the Cannery Row Garage located on Foam Street between Hoffman and Prescott Streets. Customers who wish to park for free in the garage simply need to show a valid driver's license with a current zip code beginning with "939". The parking initiative is available through December 31, 2009.

Some of the new establishments to enjoy on Cannery Row include the Scheid Wine Lounge, the C restaurant + bar, El Mariachi Restaurante, slb Women's Clothing and Z Folio Gallery at the Intercontinental The Clement Monterey, Hello Kitty!, Rock Your World, La Dolce Vita and the newly reopened Blue Fin Billiards. Soon to open are MYO Frozen Yogurt and at the American Tin Cannery, Jack's on the Bay and Candy World. The Cannery Row 3D IMAX has become a new favorite of locals.

For more information about the free parking program please contact Bonnie Adams, Executive Director of the CBA at (831)626-8636, or email info@mcha.net. For more information about Cannery Row visit www.canneryrow.com.

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About Cannery Row

Cannery Row was made famous in John Steinbeck's classic novel depicting life in the "the sardine capital of the world." Today, Cannery Row is a beautiful waterfront playground where visitors from all over the world seek a California getaway as authentic as the coast itself. Cannery Row remains a treasure of California's Central Coast, where a discovery awaits every type of visitor. For more information, visit the official Cannery Row website at www.canneryrow.com.