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**AMERICAN VALET IMPLEMENTS EMPLOYEE BLOG**

*Valley company recognizes need to connect and communicate with younger generation of employees using Blog through company website.*

**PHOENIX, March 3, 2008** - In the days of text messaging, podcasting, and youtube, American Valet is jumping on the communication bandwagon with an employee driven blog. The blog will be accessible through the American Valet website. All employees will have access to read and post a blog of their own on subjects that pertain to their job; including corporate questions about time off, stories about great tippers, and tips on how to drive the latest hybrid car. The blog was created to meet the unique communication styles that American Valet employees have chosen to adopt. The average age of an American Valet employee is 19-26, otherwise known as Generation Y. This group prefers their information easily-accessible, instantaneous, and interactive. Generation Y members also looks to their employer to provide a fun, socially based working environment. The employee blog will give all 580 employees the opportunity to socialize with one another at the touch of a keyboard. The company hopes to use this benefit to continue to attract the best employees and keep the workforce in the loop on company-driven information.

**About American Valet**

Since 1980, American Valet has served greater Phoenix and Scottsdale, Arizona, providing professional and cost-effective valet parking services and solutions for a wide variety of businesses such as private parties, special events, hotels, restaurants, retail centers, hospitals, casinos, and sporting events. In addition to valet parking services, American Valet offers shuttle and transportation services as well.

American Valet was ranked number one in The Business Journal's "Best Places to Work in the Valley" in the large companies category in 2004.

For more information, please visit [www.americanvalet.com](http://www.americanvalet.com)

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