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Valet Girls Parking to Debut at Susan Feniger's STREET in Hollywood



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HOLLYWOOD, Calif., March 27, 2009 /PRNewswire via COMTEX/ —Valet Girls will debut at 6 p.m. on Monday, March 30th at Susan Feniger's STREET, (www.eatatstreet.com) located at 742 North Highland Avenue. Los Angeles, CA 90038. STREET is the newest addition to Susan Feniger's restaurants which include The Border Grill in Santa Monica and Las Vegas and Cicudad in downtown Los Angeles. Susan, along with long time partner Mary Sue have a line of prepared foods under their "Border Girls" brand at Whole Foods Market and had several top shows on the Food Network.

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Pull up to valet parking at this new LA hot spot and you will find over a dozen sexy and beautiful Valet Girls dressed in hot pink, with form-fitting black pants. "We make a great first and last impression and in this economy, I am surprised more restaurants are not putting more of an emphasis on that," said Valet Girls President Nancy Saltzman.

"Given the option of hiring acne-riddled teenage boys in red vests, or beautiful and sexy models and actresses trained in safety and hospitality, we're betting our success that restaurant guests will prefer the latter," said Saltzman.

Employees are hired through the kind of casting calls traditionally seen in the movie business and there are plenty of applicants. About 190 women showed up recently for STREET casting call and twelve were hired.

What is Valet Girls? A multimillion-dollar, female valet parking business, where struggling models and actresses park the cars of the rich and famous in the Los Angeles area. The company was founded in 1983 and has plans to expand to Las Vegas, Florida, New York, Texas, Arizona and the U.K. by 2012. COO Brad Saltzman said the privately held company expects 2009 sales to exceed \$2 million, rising to \$14 million by 2014. The company has been featured on "Today," "CNBC," "New York Post," "Los Angeles Times," "Inside Edition" and "Geraldo."

www.valetgirls.com

SOURCE Valet Girls Parking, LLC

http://www.valetgirlsparking.com

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