



Tech company partners with H.G. Hill Realty Company to help reduce traffic, ease parking

Hytch ride-sharing program launched at Hill Center Belle Meade

NASHVILLE, Tenn. – March 9, 2017 — Hytch LLC, a technology company dedicated to reducing traffic and easing congestion in the greater Nashville region, has partnered with H.G. Hill Realty Company to offer its ridesharing program at Hill Center Belle Meade. By partnering with the Nashville start-up to provide a platform for safe ridesharing options, H.G. Hill Realty Company aims to help find solutions to Nashville's transportation challenges.

"Hytch provides employees at Hill Center Belle Meade an alternative to their traditional commute," said H.G. Hill Realty Company Chairman and CEO, Jimmy Granbery. "In addition to the two Metro bus routes and Nashville B-cycle, employees wanting to ease their commute and not deal with parking now have one more option." Employees at Hill Center Belle Meade are encouraged to build their peer-to-peer digital carpool list with friends, neighbors and co-workers. As part of the six-month pilot, employees will receive incentives for participating in any of the three transit options.

The ridesharing app offers free, easy-to-use technology to help commuter employees locate, meet and rate coworkers and other drivers traveling in the same direction at corresponding times. Hytch users can easily review profiles and ratings of both drivers and riders, chat with prospective matches, arrange to share the cost of the commute, and more, using their smartphone. H.G. Hill Realty Company is supporting this type of alternative commuting by offering to reimburse any employee riders up to \$50 per month for those who utilize the service. In addition to dedicating reimbursement incentives, H.G. Hill Realty Company has also designated two reserved for Hytch parking spaces for tenants to take advantage of when commuting to work.

"Business and civic leaders know the time has come to act intentionally, leverage technology and create incentives that change driving behavior," says Hytch Co-Founder and CEO Mark Cleveland. "H.G. Hill isn't just talking about it. They have dedicated precious parking spots to reward Hytch drivers and riders. They also put real dollar incentives on the table for qualified employee drivers. Together, we put Nashville on the path to win its battle with traffic."

About Hytch LLC

Based in Nashville, Tenn., Hytch is a people-matching service and smartphone application that brings old-fashioned carpooling into the digital age. Winner of the Nashville Area Metropolitan Planning Organization ("MPO") INNOVATION Award for 2016 and finalist for the Nashville Technology Council "Innovator of the Year" Award, Hytch offers a free, easy platform for both iOS and Android devices. Riders use the app to contribute to a driver's cost of gas on a voluntary basis. Co-founders are Mark Cleveland, Robert Hartline and Chase Geiser. For information on the first true ride-sharing app in Tennessee, visit www.hytch.me and follow @HytchMe (#HytchMe).

About H.G. Hill Realty Company, LLC

Since 1895, H.G. Hill Realty has built a legacy of service and stewardship in Middle Tennessee. Following the success of H.G. Hill Food Stores, H.G. Hill, Sr. incorporated the H.G. Hill Realty Company in 1926 and placed most of the property he had acquired over the years into the Realty Company. When H.G. Hill, Jr. took the helm in 1942, he continued the tradition of acquiring and developing property during his 51 years as president. It was during Hill, Jr.'s tenure that the idea of neighborhood shopping centers became popular, and the company began to develop a number of centers in the Nashville suburbs, each of which was anchored by an H.G. Hill Food Store. For more information, visit <http://www.hghill.com>.

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