



Mobile Knowledge Reconnects with First Data Dispatch Customer

Yellow Cab of Greater Orange County Positioning for Growth with XDS Shared Ride & MultiFleet

February 20th, 2009, Ottawa, ON & Anaheim, CA – Mobile Knowledge is pleased to welcome Yellow Cab of Greater Orange County as the latest member of the “eXpert Dispatch System” (XDS) user community. Yellow has selected XDS as a springboard for growth as the Company adds new services and geographic markets to its operations. The Company will also deploy the Series 9008 Mobile Data Terminal with integrated turn-by-turn navigation into its latest venture in Palm Springs.

With an existing fleet of more than 300 vehicles, and aspirations to see that double over the coming year, Yellow Cab of Greater Orange County is positioning itself for rapid expansion with the XDS software. Jim Higgins, Operations Director for Yellow explained the Company’s decision to go with XDS, “Having started with their Cabmate product more than twenty years ago, and exploring other solutions over the years, we feel that XDS, the latest offering from Mobile Knowledge, provides a degree of flexibility that uniquely complements our strategic initiatives. From the system’s ability to work with both new and legacy terminals, to its support for multi-fleet and now multi-modal dispatch, XDS has the mix of features and functionality we need, backed by a proven commitment to customer satisfaction and product development.”

“As an early adopter of data dispatch back in 1985, we have had a front row seat to observe the trends and innovations in the market. Mobile Knowledge has been there with us the entire way, as an active participant in the evolution of our organization and the market as a whole. We have seen many technology vendors come and go, but Mobile Knowledge is one of the few that has the staying power and commitment to the industry that we expect from a business partner”, adds Larry Slagle, President and General Manager of Yellow Cab of Greater Orange County.

“We consider the relationship we have enjoyed with Yellow Cab of Greater Orange County a model for what we hope to achieve in all of our engagements.” states Kevin French, COO for Mobile Knowledge. “Yellow has been a major contributing factor in our success over the years, and we are truly grateful for this most recent opportunity to work with their Team at such a pivotal time.”

Yellow will utilize the MultiFleet facilities of XDS to dispatch to its 300 vehicles in Orange County, while at the same time taking on a new operation out of Palm Springs. The vehicles serving Anaheim and the surrounding area will continue to use the Company’s VHF Private Mobile Radio infrastructure, while the Palm Springs fleet will leverage the high speed Sprint 1XRTT data network for wireless communications between the Drivers and Dispatch Center.

Adding to the Company’s service offering, Yellow will also take advantage of the new Shared Ride Engine (SRE) module available for XDS. The SRE, allows organizations to respond to shared ride service contracts, which are becoming more common as jurisdictions and agencies across the country aim to reduce costs while maintaining services.

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To learn more about XDS, the Series 9008 or the new Shared Ride Engine available from Mobile Knowledge, please contact sales@mobile-knowledge.com, or call toll free 1-866-624-5330.

About Mobile Knowledge

Mobile Knowledge uses GPS and wireless communications technology to deliver advanced mobile data solutions for commercial taxi, limousine and transit applications. Building on global customer relationships and over 20 years of experience in the for-hire dispatch market, Mobile Knowledge offers a highly flexible product suite to help fleet management businesses improve their productivity and generate new revenue streams. Through comprehensive system design, implementation, training, and support services, Mobile Knowledge ensures seamless integration and maximum return on investment for its customers. For further information, please visit us on the web at www.mobile-knowledge.com.

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