



LONG TERM RELATIONSHIP CONTINUES TO GROW WITH PURCHASE OF EXPERT DISPATCH SYSTEM

Columbus Green Cab (Operator of Yellow Cab of Columbus) Looking to Improve Customer Service and Gain Greater Efficiencies with XDS

March 19th, 2009 (Ottawa, Ontario & Columbus, Ohio) – Mobile Knowledge is pleased to announce the decision by Columbus Green Cab (Operator of Yellow Cab of Columbus) to implement the Mobile Knowledge eXpert Dispatch System (XDS). Columbus Green (Yellow) Cabs will deploy XDS in conjunction with its fleet of 128 vehicles, already equipped with Series 2000 Mobile Data Terminals (“MDT”) and communicating over the Company’s UHF Mobile Radio infrastructure.

In addition to the core elements of the XDS software, Columbus Green (Yellow) Cabs will deploy the eXpert Payment System (XPS) credit card processing module, and the eXpert Automated Customer Callout (XAC) module. The expert Callout module allows Drivers to alert the passenger that they are “on-scene” or “out-front” from the comfort and security of their vehicle. Unlike their previous system, XDS will provide Columbus the ability to take maximum advantage of the integrated GPS features within the Series 2000’s MDT including Closest Vehicle Dispatch (CVD) and Automated Driver Directions (ADD).

The relationship between Mobile Knowledge and Columbus Green (Yellow) Cabs dates back to 1988 when they were among the first to implement a full data dispatch solution. Mobile Knowledge Chief Operating Officer, Kevin French, commented on the opportunity, “The most gratifying commercial relationships are those in which the client becomes a repeat customer. We look forward to assisting Columbus in this next phase of its evolution.”

Mr. Jeff Glassman, Vice President of Columbus Green (Yellow) Cabs described the decision making process. “We were looking for a solution that would allow us to meet our goal of improving customer service and achieving greater overall efficiency. XDS offers all of the features we identified as requirements, which was a major part of the decision. The reporting capabilities included in XDS were also very important to us and we absolutely wanted to take full advantage of the GPS features of our Series 2000 MDTs. Mobile Knowledge has given us exceptional support over the years.”

Mobile Knowledge is committed to a continuous process of product development and improvement. We work with our clients throughout the year and during User Group Meetings held twice annually, to evolve our product road maps and to respond to the needs of the For-Hire industry. It is this collaborative spirit that has resulted in the recent introduction of advanced features including Private Label/Gift Cards, Web Booking, Cashiering, and Shared Ride for mixed model operations.

To learn more of the Mobile Knowledge suite of dispatch technologies, please contact Sales at either (866) 624-5330 or sales@mobile-knowledge.com, or visit our website at www.mobile-knowledge.com.

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About Columbus Green Cab (Operator of Yellow Cab of Columbus):

Columbus Green Cab (Operator of Yellow Cab of Columbus) was established in 1928 and is Columbus' oldest and largest cab company. The company operates 128 vehicles. For more information please contact Mr. Jeff Glassman either by phone at (614) 221-3800 extension 117, or by email at jglassman@columbusyellowcab.com.

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 or contact us at info@mobile-knowledge.com.

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