



## **Mobile Knowledge Appoints Kevin French to Office of President**

**Ottawa, Canada, April 29, 2009** – Mobile Knowledge is pleased to announce the appointment of Kevin French to the office of President. Mr. French has been involved with Mobile Knowledge and its products since 1985 when Gandalf Technologies deployed the first Cabmate taxi dispatch system. Mr. French has served as Chief Operating Officer since February of 2006. A hands-on Executive, Kevin has unparalleled experience in the Taxi Dispatch industry, having participated in 100+ system deployments and all facets of the Company's operations, including Development, Production, Customer Service, and Sales & Marketing. Mr. French possesses a Masters of Business Administration amongst his numerous technical qualifications.

Answering to the Board of Directors Mr. French has been given the mandate to build upon the Company's success as a premier solution supplier to the Taxi, Black Car, and Limousine markets here in North America and more than a dozen countries worldwide, by extending this footprint into other territories and complementary verticals through a combination of organic growth and strategic investment.

Mr. French commented on his objectives for the Company, "Recent development in the For Hire industry offers Mobile Knowledge tremendous opportunity for growth. The commoditization of high-speed wireless networks, mandates related to Point of Sale processing, passenger information/entertainment systems, and trends towards mixed modal and multi-fleet operations speak to the multitude of changes facing our customers. In addition to being a leading technology vendor, we aim to serve in a consultative capacity, assisting organizations in navigating the challenges they face in the current economic climate and amidst these market trends."

When asked where he sees Mobile Knowledge in five years, Mr. French responded, "One of my primary goals is to extend the current base of business and technology partners so as to increase the appeal of our software and in-vehicle platforms to a wider cross section of the transportation industry. Another key objective will be to enhance our own success by supporting existing clients in their own ambitions. We feel that the next five years will see a significant consolidation amongst fleet operators including the creation of regional call-centers and other mechanisms for centralized dispatch that we and our solution partners will both develop and support."

Mobile Knowledge remains highly focused upon its core Taxi, Black Car, and Limousine markets while working in close partnership with third parties wishing to leverage these technology foundations that have evolved over the past 25-years. The Company is a long-time sponsor of such international bodies including the Taxi, Limousine and Paratransit Association (TLPA), as well as regional agencies such as the Taxi, Paratransit Association of California (TPAC), and the Canadian Taxi Association (CTA).

# Mobile Knowledge

## **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](http://www.mobile-knowledge.com) or contact us by email: [info@mobile-knowledge.com](mailto:info@mobile-knowledge.com).