



Mobile Knowledge of Canada Announces Strategic Alliance with Persona Transport Ltd, London, UK

Ottawa, Canada, December 6th, 2010 - Mobile Knowledge Corp. have announced a strategic deal with Persona Transport Ltd, based in London, UK. Persona Transport is an e-commerce solutions company specializing in client-centric, Personal Transport booking, fulfillment, billing and settlement systems using SaaS technology. Persona provide booking and billing solutions and services which enable large users of personal transport to procure personal transport from multiple vendors, for staff and guests according to bespoke client-driven business rules. The system controls the booking process, ensures adherence to transport policies and manages tax and out-of-policy journey settlement. The system is multi-vendor out of the box, but can also be used as a web booker in a simple, bilateral fleet-client relationship.

In addition to equity-related investment, the deal allows Persona Transport to add scheduling expertise and solutions to its transport consolidation platform in the UK and Europe, and allows Persona access to the development and commercial resources of Mobile Knowledge. In return, Mobile Knowledge will drive the marketing and development of the Persona Platform and services in North America. The platform will thus be available to clients on both sides of the Atlantic each with a local team of analysts to bring bespoke solutions to clients.

Jim Beaven, Persona's CEO, said: "We are delighted to have Mobile Knowledge as a partner. Their status, experience and position in North America make them an ideal product champion for us over there, and their technical support and scheduling technology will be invaluable to us over here".

Kevin French, Mobile Knowledge's President, said: "We are excited to have Persona Transport as a partner. The platform is newly built using the latest generation Web technology and incorporates intuitive user interface designs. It has been put together by the Persona team who has been supplying solutions to the biggest clients in the UK for more than twenty years. We are already engaging with prospects that are looking not only for a unified, trans-Atlantic solution, but even a global solution, to their personal transport procurement. The solution will take Mobile Knowledge into a new line of business while at the same time provide a potential new stream of passengers to our existing for-hire customers."

For more information about Persona Transport, please visit their website at <http://www.personatransport.com>.

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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 30 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.