



**Mobile Knowledge Welcomes Blue Ribbon of Chicago**  
***System will Capitalize upon Network of Partnerships to Create Custom Tailored Solution***

**Ottawa, Canada, March 07<sup>th</sup>, 2011** – It is with great pleasure that Mobile Knowledge Corp. (“MKC”) welcomes Blue Ribbon of Chicago to its rapidly expanding user community. Blue Ribbon has entered into agreements with MKC to deploy the eXpert Dispatch System (“XDS”) within its call centre, including Auto Callout and Credit Card processing capability. The Company’s 350 vehicles will be equipped with the Series 2008 Mobile Data Terminal communicating over the Sprint 3G data network.

Blue Ribbon is committed to the highest caliber of service to its passengers and accountability to its valued corporate clients. The Company believes that this new system will advance both of these principles. Mobile Knowledge has an established reputation in the City of Chicago, and a network of partnerships that provide access to a wide array of features and functionality that go well beyond dispatch. These plug & play technologies include cashiering, cashless payment, advertising as well as automated booking through Smartphone applications, SMS text messaging, Interactive Voice Response (“IVR”) and advanced Cloud-based provisioning technologies.

Mr. Sabir Waheed, President of Blue Ribbon commented on the decision to proceed with Mobile Knowledge. “We conducted extensive research into the capabilities of the various dispatch software companies. The strong reputation of Mobile Knowledge within the City of Chicago and across North America made them a top candidate for our requirements. The range of partnerships they have formed with other solution vendors in the market were another factor in our decision as they provide us the ability to tailor the overall system to our specific needs.”

Kevin French, President of Mobile Knowledge thanked Blue Ribbon’s Executive for this vote of confidence. “We have a long history in the City of Chicago, and to be selected by another leading operator in this important market is a validation of our collaborative approach to business both with our valued customers as well as our strategic partners. We welcome Blue Ribbon to the growing XDS user community, and look forward to helping them achieve their objectives.”

The Series 2008 Mobile Data Terminal and XDS host dispatch software are setting the standard for cost effective automated dispatch for the For-Hire industry.

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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](http://www.mobile-knowledge.com).