



**Total Transit of Arizona Continues Rapid Expansion with Mobile Knowledge**  
***Growth of Core Fleet and Expansion into Adjacent Markets Facilitated with Cabmate & Series 2008 MDT***

**Ottawa, Canada, March 29<sup>th</sup>, 2011** – Mobile Knowledge Corp. (“MKC”) is pleased to announce that Total Transit of Glendale Arizona has entered into agreements to upgrade its fleet of more than 700 vehicles to the Series 2008 Mobile Data Terminal. The Company will capitalize upon the growing trend towards 3G public data networks for wireless data communications and advanced passenger facing payment technology to expand its fleet interests throughout the state.

Total Transit selected the Mobile Knowledge Cabmate Dispatch System as a platform for growth in late 2007. Since that time, the Company has nearly doubled both the size of its fleet as well as trip volumes despite a highly competitive market and a challenging economy. Licensed protocols and application programming interfaces available for the Cabmate dispatch engine have allowed Total Transit to tailor the system to meet their specific requirements. Total Transit has also worked with a wide range of Mobile Knowledge business partners including Creative Mobile Technologies (Rear-seat credit card payment), Cabconnect (Cashiering and Private Label Card management) and Unified Dispatch (Automated call-taking and Interactive Voice Response) to optimize efficiencies and to further differentiate their service portfolio.

Widely recognized for his leadership in the Arizona Transportation industry, Mr. Craig Hughes, Total Transit CEO and Founder is also distinguished as the Taxi, Limousine and Paratransit Association’s (TLPA) “Taxicab Large Fleet Operator of the Year” for 2009.

Mr. Mike Pinckard, President of Total Transit commented on the Company’s experience with Mobile Knowledge to date, “Key in our decision to switch to Mobile Knowledge was the open architecture of their system design and their ability and willingness to embrace and integrate 3<sup>rd</sup> party platforms. With the Cabmate dispatch system, we have seen a 50% reduction in void trips, response times have improved by 15% and we have significantly improved our overall “on-time” performance. In addition, we have received great feedback from our passengers when presented with the option to pay by credit card from the backseat terminals we have installed in select vehicles. This solution is another example of how Mobile Knowledge looks to improve the value of their system by partnering and integrating with 3<sup>rd</sup> party providers. We look forward to deploying this facility fleet wide in the months ahead.”

Kevin French, Mobile Knowledge President added, “We enjoy a collaborative partnership with Total Transit whereby our engineers work hand-in-hand with their own in-house development team to optimize the system for their specific needs. We are privileged to be working with such an esteemed group.”

The Series 2008 Mobile Data Terminal along with the Mobile Knowledge Cabmate and XDS dispatch systems continue to serve many of the largest and most successful operators in North America with seven fleets boasting more than 1,000 vehicles each.

Mobile Knowledge will be exhibiting at this year’s Taxi, Limousine and Paratransit Association’s Spring Conference to be held in Chicago April 12-14, 2011. Please visit [www.tlpa.org](http://www.tlpa.org) for further details.

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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).