



Tampa Yellow Transitions to Public Data with Series 2008 MDT
Migration from Private Mobile Radio to Public Data Network Delivers Enhanced Coverage

Ottawa, Canada, April 05th, 2011 – Mobile Knowledge Corp. (“MKC”) and Tampa Yellow Cab are pleased to announce the upgrade of the Company’s 300 vehicles to the state-of-the-art Series 2008 Mobile Data Terminal. The upgraded vehicles have also migrated from Yellow’s private mobile radio infrastructure to the Verizon 3G wireless data network, achieving enhanced coverage and speed of transmission across the Tampa Bay area.

Tampa Yellow is driven by customer satisfaction. Its stated mission is to provide safe, comfortable and reliable, first-class taxi service to every Tampa Yellow Cab patron. Tampa’s staff is dedicated to anticipating and managing every behind-the-scenes detail. The Mobile Knowledge Cabmate dispatch system has been an integral tool in achieving this goal.

The Series 2008 Mobile Data Terminal boasts an integrated 50-channel receiver that is capable of tracking both GPS and Galileo satellite signals to deliver unparalleled acquisition time and positional accuracy. The integrated Magnetic Card swipe provides swift and secure Credit Card processing with the option of rear-seat payment as well. Equipped with two USB Host ports, the Series 2008 can be connected to a range of peripherals, including 3G/4G USB modems and the MobileNav turn-by-turn navigation unit. While fully compatible with conventional Private Mobile Radio networks, many clients are realizing enhanced speed, reliability and coverage by taking advantage of public data networks operated by wireless carriers including Sprint, Verizon and AT&T.

Mr. Louis Minardi, President and co-owner of Tampa Yellow Cab explained the Company’s decision, “In many respects we have built our company around the Cabmate dispatch software and mobile data devices provided by Mobile Knowledge. We have benefited from their continuous innovation and enhancement of the solution as it has evolved to incorporate new technologies and to meet the changing demands of our market.”

Kevin French, Mobile Knowledge President expressed his appreciation, “Tampa Yellow and the Minardi family have been valued clients for twenty-four years. Our organizations have grown in lock step during this time. Few clients have embraced technology as proactively or participated in our annual Cabmate Advanced Training seminars as consistently as Tampa Yellow, and we are grateful for their continued support.”

Tampa Yellow had the distinction of being Host Operator for the Taxi Limousine & Paratransit Association’s (“TLPA”) annual convention held in Tampa in 2008. Mobile Knowledge will be exhibiting at this year’s TLPA Spring Conference to be held in Chicago April 12-14, 2011. Please visit www.tlpa.org for further details.

For further information about Mobile Knowledge please contact:

Tammy Morrison
Marketing Coordinator
Mobile Knowledge Corp.
Tel: (613) 287-5020 ext. 1061
Email: info@mobile-knowledge.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 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.