



**Mobile Knowledge Welcomes Yellow Cab of Charleston**  
***Automated Dispatching and Wireless Credit Card Processing Sets New Technology Standard***

**Ottawa, Canada, June 21, 2011** – Mobile Knowledge Corp. (“MKC”), a worldwide leader in mobile data communications, automated dispatch, GPS-based vehicle location tracking, and wireless credit card processing systems, today announced the addition of Yellow Cab of Charleston, South Carolina, to its rapidly expanding user community.

Yellow Cab has recently deployed the Mobile Knowledge eXpert Dispatch System (“XDS”) in its call centre, and all 80 of its vehicles are equipped with MKC Series 2008 Mobile Data Terminals that include Auto Callout capability to alert customers when the cab is approaching, and wireless in-vehicle Credit Card processing through its “Payment Revolution” partner Creative Mobile Technologies (CMT).

With the addition of the state-of-the-art dispatching software and in-vehicle GPS-based equipment, Yellow Cab of Charleston has become the first metered taxi company in metro Charleston to offer automated dispatching and wireless credit card processing. The move was made to correspond with the Charleston area’s busy tourist season and offer all patrons a higher level of service and convenience, according to Yellow Cab co-owner, Jerry Crosby. The new mobile data technology also includes GPS, as well as a panic button allowing drivers to let a dispatcher know to call 911 in case of an emergency.

“We looked at all of the leading providers of taxi dispatch technologies before deciding to select the Mobile Knowledge team,” said Crosby. “The strong reputation of Mobile Knowledge within the state of South Carolina 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, expressed his gratitude to Yellow Cab. “For nearly 50 years, Yellow Cab has been a transportation mainstay in the historic city of Charleston. To be selected by the leading operator in this exciting tourist destination is a validation of our collaborative approach to business both with our valued customers as well as our strategic partners. We welcome Yellow Cab 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).

**About Yellow Cab of Charleston**

Ernie and Jerry Crosby are proud to continue the quality taxi service first brought to Charleston by their father G.S. (Steve) Crosby in 1962. In the fall of 2010, Yellow Cab of Charleston launched their “A Part of Your Journey” campaign to improve and expand taxi service in Charleston. Since that time, the company has created a customer relations hotline, a Facebook page, a website, and installed mobile data terminals in all of its vehicles that allow customers the convenience of paying with a credit card. Yellow Cab of Charleston currently operates 80 vehicles in the greater Charleston area.