



Mobile Knowledge Welcomes The Yellow Cab Company & Green Access Taxi of Bloomfield Cabmate Call Center Software and Series 2008 MDT to Deliver Seamless Dispatch for Leading Provider

Ottawa, Canada, 28 October, 2011 – Mobile Knowledge Corp. (“MKC”) is pleased to welcome The Yellow Cab Company and Green Access Taxi of Bloomfield to the Cabmate user group. With more than 100 vehicles servicing the greater Hartford area, Yellow Cab is recognized as Connecticut’s first cab company with an operating history dating back to 1898.

Serving many of the region’s international airports (BOS, BDL, LGA, JFK and EWR) and more than 40 universities and colleges, The Yellow Cab Company is distinguished for its commitment to the community and to the environment. In December of 2010, Yellow received the prestigious Green Fleet Award from the Connecticut Clean Cities Corporation in recognition of its partnership with the U.S. Department of Energy to deploy an ADA compliant taxi fleet powered by clean compressed natural gas.

Mr. Marco Henry, President & CEO of The Yellow Cab Company and Founder of Green Access Taxi explained the company’s motivations, “We work tirelessly to deliver the highest level of service to our communities and valued clients in the most environmentally responsible manner possible. To achieve both of these priorities, we rely upon the most advanced technologies available, including state-of-the-art alternative fuel products and advanced dispatch algorithms that optimize the use of our resources and minimize the number of dead miles that our vehicles travel. Mobile Knowledge has proven itself a leading innovator in the dispatch arena, and we are pleased to be moving forward in partnership with them.”

Kevin French, President of Mobile Knowledge expressed his appreciation, “We are very pleased to have been selected by Yellow to play such an important role in their continuing evolution. I take enormous pride in the caliber of the fleet operators that Mobile Knowledge is associated with, and we are very grateful that we can now count Yellow among them.”

The project will include the Cabmate dispatch solution, Series 2008 Mobile Data Terminals and connected MobileNav navigation terminals. Advanced Cabmate features including AutoCallout and Tracking Station Server will deliver operational efficiencies and real-time visibility.

Cabmate and the Series 2008 Mobile Data Terminal offer extensive flexibility with respect to configuration and integration with third party solutions. MKC will be working with NBB Solutions as well as Creative Mobile Technologies to achieve a seamless cashiering and payment platform for Yellow Cab / Green Taxi and their members. Additionally, the Series 2008 MDTs will be interconnected with the G-Trigger equipped VerifEye in-vehicle cameras, allowing the Company to better manage insurance and maintenance costs.

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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.