

Total Transit

FOR IMMEDIATE RELEASE

Total Transit/Discount Cab Expands Earth Day Initiative

Steadily increasing green campaigns to stand out as an environmental leader among locally-based companies

PHOENIX – April 20, 2012 – On April 22nd, Glendale, Arizona-based Total Transit will hold its annual Earth Day campaign donating \$1 of every ride to local charities. Due to the company's continued success, Total Transit anticipates a record donation this year. In fact, Total Transit is guaranteeing \$15,158, representing the number of taxi calls dispatched on February 3rd, 2012 – a U.S. record. Proceeds from this campaign will go to local Phoenix and Tucson area charities - Homeward Bound, Save the Family and Emerge! Center Against Domestic Abuse.

Total Transit is parent company to Discount Cab, Arizona's safest, cleanest and greenest cab company. On Earth Day 2008, the company launched the Prius Project, a campaign to convert their fleet to fuel-efficient cabs, with the introduction of 20 distinctively colored, lime green Prius vehicles. The company exceeded the original goal of 250 Prius cabs and currently has the largest hybrid fleet of cabs in North America - 600 hybrids out of a total fleet of 800 vehicles. As the fourth anniversary approaches, Total Transit is proud to announce that the Discount Cab fleet will save over 2,000,000 gallons of fuel during 2012. This translates to over \$8,000,000 in savings at a fuel cost of \$4.00 per gallon.

As Total Transit's Earth Day campaign suggests, Total Transit takes seriously the opportunity to reduce its impact on the environment and help the local community. In 2010, a 400-panel solar array was installed, providing 1/3 of the company's electrical

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needs and reducing carbon emissions by an estimated 377 tons per year. In addition, the Total Transit Foundation allocated over \$250,000 each of the last two years to help local charitable organizations. Total Transit's goal is to contribute \$1,000,000 per year within the next four years through the Total Transit Foundation.

About Discount Cab

Founded in 1984, Discount Cab is one of the largest cab companies in the Southwest, with a fleet of nearly 800 cabs. Discount Cab operates in Phoenix and Tucson, Arizona, with service soon expanding to Salt Lake City, Utah. Discount Cab adheres to the core principles of transparency, honesty, integrity, environmental consideration and innovation, which ensure they are the company people call whenever they need a ride. Discount Cab operates with respect for its employees, its contractors, the environment, the community and, most importantly, its passengers. Discount Cab provides mobility/wheelchair-accommodating and eco-friendly transportation. Discount Cab received the 2009 "Taxicab Large Fleet Operator of the Year" award from the Taxicab, Limousine & Paratransit Association (TLPA). For more information on Discount Cab, please visit www.DiscountCab.com. Find @Discount_Cab on Twitter and on Facebook at www.facebook.com/DiscountCab.

About Total Transit

Total Transit was founded in 1984, and offers comprehensive transportation management, private and public transportation services. Headquartered in the Phoenix metro area, Total Transit has grown into one of the premier transportation companies in the country, with operations also in Tucson, Arizona with expansion soon to Salt Lake City, Utah. For the last 28 years, Total Transit has delivered industry-leading service levels and has developed innovative and unique transportation solutions, such as mobility/wheelchair-accommodating and eco-friendly transportation for its clientele. Total Transit is popularly known as the parent company of Discount Cab, one of the

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largest cab companies in the Southwest, operating a fleet of nearly 800 cabs, including the largest fleet of hybrid Toyota Prius cabs in North America. For more information on Total Transit, visit www.TotalTransit.com.

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