

FOR IMMEDIATE RELEASE

June 2, 2009

**Discount Cab Donates Earth Day Promotion Proceeds to Habitat for Humanity**

*Dollar per Cab Ride Promotion Nets Phoenix Charity \$8200*

PHOENIX – Discount Cab presented Habitat for Humanity Central Arizona with a check for \$8200 on June 2 to help advance the Phoenix non-profit's environmental initiatives.

The state's largest taxi company, Discount Cab donated one dollar for every cab ride it made on Earth Day and earmarked the proceeds for a Habitat for Humanity environmental initiative.

With Glendale Vice Mayor Manny Martinez and Councilman David Goulet in attendance, Discount Cab presented the check in front of the first Platinum-certified LEED affordable home in the United States, which was built in Glendale by Habitat for Humanity.

"We're the largest Toyota Prius taxi fleet in the country so our commitment to green goes deeper than the paint on our taxis," said Discount Cab CEO Craig Hughes. "Donating to Habitat for Humanity was our way of supporting another Phoenix-based organization committed to a more environmentally friendly way of life."

[Habitat for Humanity graf and quote]

Also on Earth Day, Discount Cab announced that it would install \$500,000 worth of solar panels on its Glendale headquarters, allowing it to generate the majority of its own electricity.

It capped a year that saw the introduction of the Prius taxi and the company's announcement that it had reduced its carbon dioxide emissions by 800 tons while saving 80,000 gallons of gas. The company expects to reduce emissions by 4,000 tons and save at least 400,000 gallons of gas this year.

The Habitat for Humanity charitable contribution is part of a larger vision of community involvement for Discount Cab, which is celebrating its 25th anniversary this year. The company also subsidizes the cost of bus passes for its employees, built its Glendale headquarters to be energy efficient and through its "Free Ride Back" program, which helps remove inebriated drivers from the road, estimates that it has donated more than \$100,000 in free cab rides.

"Arizona has been great to us for 25 years now," Hughes said. "These programs are our way of giving back to a community that has given us so much."

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