

FOR IMMEDIATE RELEASE

Total Transit CEO Craig Hughes to Speak at “GoGreen ’11 Phoenix”

CEO Hughes to speak on alternative vehicle strategies for businesses during conference debut in Phoenix

PHOENIX – November 14, 2011 – Total Transit, Inc. CEO Craig Hughes is scheduled to speak at the 2011 GoGreen Conference in Phoenix, Ariz. on November 15, 2011. He will join other leading professionals from Ecotality North America, Maricopa County Air Quality Department and Boeing Company in an 11a.m. panel discussion entitled “Green Transportation: Alternative Vehicle Strategies for Business.” Hughes has been brought onto the panel to help educate and empower Arizona business leaders in sustainability practices.

Craig Hughes is the founder of Total Transit, a company with a truly green reputation in the transportation industry. Total Transit is parent company to Discount Cab, operator of the largest fleet of Hybrid Toyota Prius Cabs in North America. In fact, The Taxicab, Limousine and Paratransit Association (TLPA), named Discount Cab its *2009 Large Fleet Operator of the Year*. Hughes was also named one of the Phoenix Business Journal's *25 Most Admired CEOs and Top Level Executives* in 2010. Additionally, Total Transit was selected as one of the Phoenix Business Journal's *Green Pioneers for 2010* and received the *Award of Merit* from the Valley Forward Association in the category of *Environmental Excellence – Livable Communities, Multimodal Transportation*. Most recently, in 2011, Total Transit was honored with Valley Metro's “Blue Skies” award.

The GoGreen Conference was established in the Bay Area of California in 2008 to help local businesses to operate more sustainably. GoGreen conferences are held annually in Colorado, Oregon, Texas, Washington, and now, Arizona. The GoGreen Conference will provide regionally relevant information, ideas and tools for business leaders to take profitable steps toward sustainability.

The inaugural Phoenix GoGreen Conference event will take place at the Phoenix Convention Center's LEED certified West Building. A kick-off speech will be given by City of Phoenix Mayor Phil Gordon, and keynote speeches will be given by Arizona Public Service (APS) President Donald Robinson and Frito-Lay North America's Senior Director of Environmental Sustainability Al Halvorsen. GoGreen Phoenix begins at 7:30 a.m., ends at 5 p.m. and is followed by a networking reception sponsored by The Ritz Carlton Phoenix. For more information on GoGreen '11 Phoenix, visit <http://phoenix.gogreenconference.net>.

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, Ariz., and Salt Lake City, Utah. For the last 27 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 also popularly known as the parent company of Discount Cab, one of the 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. In fact, over 80% of the Discount Cab fleet is made up of these highly fuel-efficient hybrids. For more information on Total Transit visit www.TotalTransit.com.

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, Ariz., as well as 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 (over 80% of its fleet is made up of the highly fuel-efficient Prius). 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.

Media Contact:

Charles Clarkson, 480-751-1007 x113

charles@zionandzion.com

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