

## ***You'll Never Have to Look Up The Number To Call A Taxi In Calgary, Alberta Again!***

Calgary, Alberta -- Oct 18, 2006 --

310-TAXI Canada Inc. just took the hassle out of finding the number to call a taxi in Calgary and 178 other cities in Alberta and British Columbia as it launched the first phase of its Nation Wide 310-TAXI service October 17, as the easiest and most convenient way to call a taxi anywhere in Canada. Beginning today customers can reach a taxi in 77 communities in Alberta and 104 communities in British Columbia by remembering just one simple number, 310-TAXI. There's no charge for the call, no area code to dial and only regular cab fare applies. Similar to "911", 310-TAXI's unique name and number means you will always remember the number when you need it most. To call a taxi, simply dial 310-TAXI (8294) and you will be directly connected to a quality taxi service in your city.

310-TAXI was created with one goal in mind, to provide taxicab users all across Canada with a national, simple-to-use, easy-to-remember number to call a taxi regardless of location. Most people do not remember the number for a taxi in their own city, let alone the number for a taxi in another city. To achieve our goal, 310-TAXI acquired the most convenient name/number combination available, which utilizes the innovative and advanced "7-digit dialing" technology and then developed a large network of servicing taxicab companies all across Canada. There's no area code to dial, there's no charge for the call and only regular cab fare applies.

By promoting top-of-mind awareness and ease-of-use, 310-TAXI will undoubtedly play a key role in the National Responsible Use Agenda by increasing the awareness of utilizing a taxi as an alternative to drinking and driving and ultimately help reduce the amount of resulting traffic collisions, injuries and fatalities.

Providing the easiest and most convenient way to call a taxi to people all across Canada will remove even the slightest hesitation and/or excuse for not calling a taxi. No more "I didn't know the number" or "I couldn't be bothered to look it up." So whether you are on business, vacationing, enjoying the nightlife, or going shopping in any city in Canada, simply dial 310-TAXI (310-8294). It can't get any easier! You'll never need to look up or ask for the number to call a taxi again!

"310-TAXI - Use It Once...Remember It Always"