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**For Immediate Release**

**Baltimore Firm Partners with Los Angeles Department of Transportation to Provide TaxiCard<sup>®</sup> Fare Payment Solution to Cityride Participants**

Baltimore, MD (March 15, 2010) — MJM Innovations, a Baltimore-based firm specializing in electronic transaction processing, technology solutions and services for transportation programs, announced that it has partnered with MyTransitPlus and the City of Los Angeles Department of Transportation (LADOT) to provide its convenient TaxiCard electronic fare payment solution to Cityride customers.

Los Angeles' Cityride program enables senior citizens and persons with disabilities to use transportation services that are subsidized by LADOT. The electronic TaxiCard replaces the paper scrip traditionally used by Cityride customers to pay for taxi service and Dial-A-Ride vans.

“LADOT is delighted to introduce this new fare payment system to our Cityride customers,” said Rita L. Robinson, LADOT general manager. “With no more paper scrip to keep track of, it will be so much easier for both the Cityride customers as well as those providing the service.”

MJM Innovations President Jeffrey Venick added, “The TaxiCard system provides a more convenient and secure fare payment system for participants. Cityride cards also reduce the potential for fraud and provide improved taxi service for Cityride participants by reducing time and paperwork for taxi drivers. The added benefit for the City of Los Angeles,” Venick continued, “is that the cards reduce the amount of City staff time once associated with processing paper scrip.”

MJM Innovations' TaxiCard technology is currently being used by transportation agencies throughout the United States including Maryland, Washington, DC, Texas, and California. The LADOT program became the largest TaxiCard transportation payment program in operation when it was introduced to 80,000 Cityride participants on October 1, 2009.

“Our company can successfully implement a large program like LADOT's in a relatively short period of time,” explained Venick. “It's a win-win for the participants, the agency, and the taxi and van providers.”

“The Cityride program benefits people who are challenged with transportation issues,” Venick concluded. “We especially like the fact that TaxiCard makes it so much easier for seniors and disabled people to get around town, go to doctor appointments, and stay healthier.”

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### **About MJM Innovations**

MJM Innovations, a management and technology company, specializes in providing automated fare collection and management services to the transportation industry. Founded in 1998 and headquartered in Baltimore, MD, MJM Innovations uses a unique blend of management and technology expertise to advance fare collection systems for both small and large agencies that provide transportation using vans, buses, taxis, and sedans. MJM's suite of technology products are designed to streamline manual, paper and cash systems. For more information, please contact Sheila Goldberg, 410-664-0700, or visit <http://www.mjminnovations.com>