



PRESS RELEASE

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For further information, please contact:
Alfred LaGasse, TLPA Chief Executive Officer (301) 984-5700
Ham Smythe, President, Yellow Cab of Memphis (901) 577-7700

Charlie Yonkers, Yellow Cab of Memphis, Memphis, Tennessee Awarded Taxicab Driver of the Year 2008 by the Taxicab, Limousine & Paratransit Association (TLPA)

WASHINGTON, DC, NOVEMBER 21, 2008. Charlie Yonkers, independent contractor taxicab driver, for Yellow Cab of Memphis, Memphis, Tennessee, has been selected as the TLPA 2008 Taxicab Driver of the Year.

In his letter nominating Charlie Yonkers for his award, Ham Smythe, IV, President of Yellow Cab of Memphis wrote, "I am writing to recommend Charlie Yonkers as the 2008 Taxicab Driver of the Year. Charlie has driven with us for 16 years and his safety record is quite good, but where Charlie really shines is in customer service. We have never had a driver for this company who generates the kind of spontaneous accolades Charlie receives. He kept winning the driver of the month award so often that we had to disqualify him for a while to give the other folks a chance. I have attached a number of compliments that we have received over the past few years. Some are quite effusive. Some are just brief emails, but what has always impressed us about Charlie is the consistency with which these compliments come in. He is respectful of all passengers, but his care of his elderly passengers is remarkable. He is patient with them, and remembers their individual needs. Charlie has so many "specials" that he has trouble managing them all. Charlie Yonkers is not a hero in the sense of pulling a baby out of a burning car. He is an everyday 'hero' to the passengers and the general public with whom he interacts every day. If we had a driver corps made up of 'Charlies,' we would never have another customer complaint."

Charlie was born in Clinton, Mississippi. In 1971, while he was going to college and working as a desk clerk at a motel in Jackson, Mississippi, he noticed that cab drivers sometimes made in a night what it took him all week to earn. "Originally it was a part-time job, but I enjoyed the job so much that only full time would do." We asked Charlie what he enjoyed most about driving a taxicab. He responded, "I really enjoy the variety of people. You celebrate with the happy one and sympathize with the sad. You've got what I call the "owls" late at night and the "eagles" early in the a.m. and everything in between. They are all very, very interesting. I like helping customers that need a hand to help get in or out or steady them a little. Mostly, just a little courtesy pleases them and they thank me with a smile. I enjoy the variety of the trips. You never know, they may go two blocks or two hundred miles."

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We also asked what he liked about working for Yellow Cab of Memphis. He said, "Yellow Cab of Memphis has the best of pretty much everything. We have excellent, caring employees, and a very good fleet of cars, vans and buses that are well maintained—definitely the tops in Memphis. Our company owners, the Smythe family, encourage kindness, fairness and emphasize doing the right thing in all situations. Yellow Cab has an outstanding reputation here in Memphis and I'm proud to drive for them. We even have drivers that run free trips on occasion."

Charlie lives with his wife Margaret. In his spare time, he enjoys sports, reading, animal rescues, and yard work. Charlie's reaction to winning this award was, "Shock and elation. I am extremely happy and honored." His philosophy is, "When you stop looking at your customers as dollar signs and instead ask yourself how you can best serve them, everything takes care of itself."

Yellow Cab Co. has been serving the Memphis area for over 150 years. With their sister companies, Checker Cab and Premier Transportation, they operate taxicabs, executive sedans, vans, minibuses and full-size buses with both on-demand and scheduled passenger transportation.

Yellow Cab Co. management would like to say, "at all times, but especially this holiday season, remember not to drink and drive! We are the cost effective solution for individuals and groups planning to celebrate."

To contact Yellow Cab Co. for cabs: 901-577-7777; groups: 901-577-7700; by email: info@premierofmemphis.com or visit www.premierofmemphis.com <<http://www.premierofmemphis.com/>>.

In honor of his years as an exemplary driver and the tremendous care he has for his riders, the Taxicab, Limousine & Paratransit Association is proud to recognize Charlie Yonkers as the TLPA 2008 Taxicab Driver of the Year.

The Taxicab, Limousine, & Paratransit Association established in 1917, is an international organization representing owners and managers of taxicab, limousine, sedan, airport shuttle, paratransit, and non-emergency medical fleets. TLPA consists of more than 1,000 member companies operating more than 100,000 passenger vehicles, which transport over 2 million passengers each day, more than 900 million passengers annually. This for-hire vehicle industry is vital to a community's commerce and mobility, aiding in the relief of traffic congestion while promoting environmental improvements. The specialized paratransit services furnish more than half of the transportation needs of the physically challenged, while other facets of the industry provide feeder services to major transit stations and airports. The elderly and economically disadvantaged rely on the industry for fast, affordable transportation.

Please note: An electronic copy of this press release and a photograph of Charlie Yonkers are available from a link at TLPA's web site at www.tlpa.org.

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