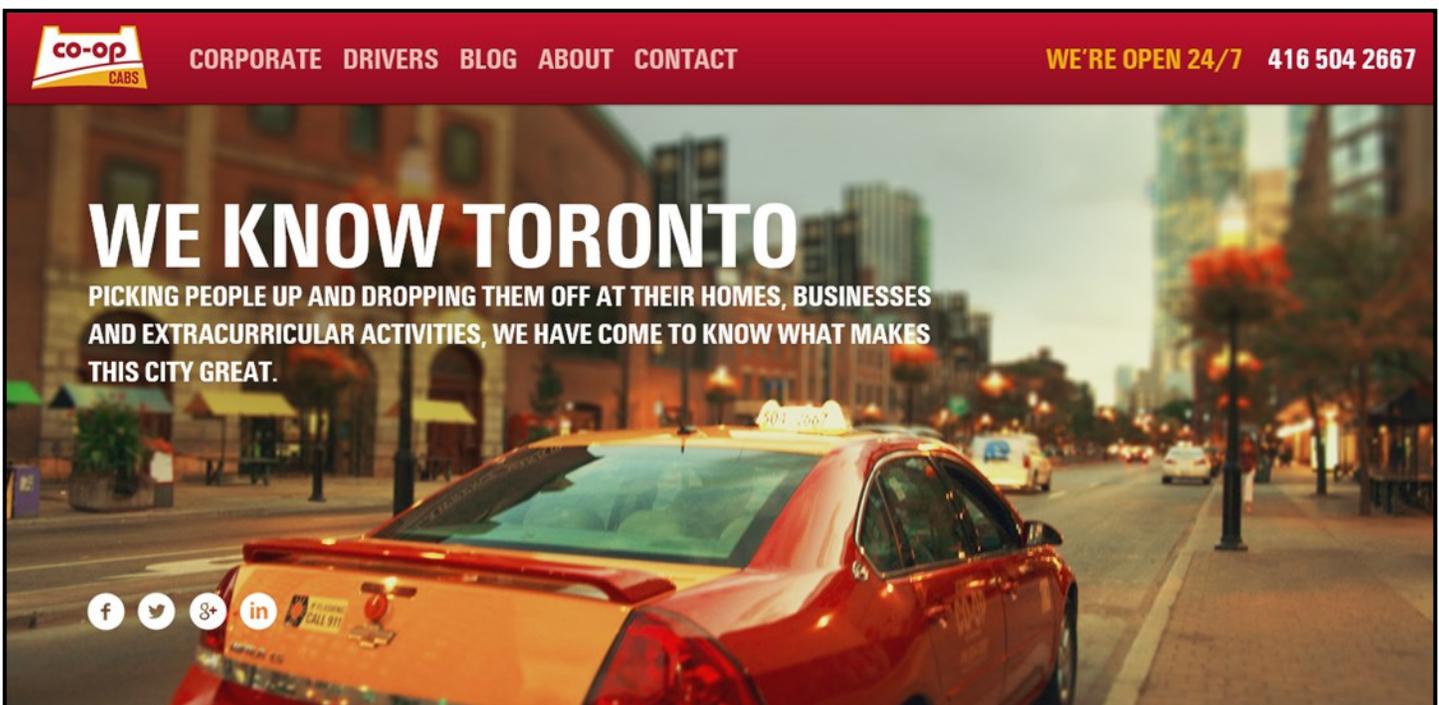


May/June 2013

Phase one of new website officially launched *Phase two to include online ordering system*



Over the past few months, Co-op's corporate team has been working with a team of designers and programmers to build a new responsive website to better serve our drivers and customers. What is a responsive website you may ask? It is a cutting edge design that makes web content adapt to any screen whether it be on a computer, tablet or iphone. This site is designed to provide the best experience no matter how you interact with Co-op Cabs.

Inside this special issue, we have provided an overview of some of the new features of the website. We encourage you to visit www.co-opcabs.com today to see for yourself. One of the most important developments are new pages for our drivers and corporate customers. Drivers and corporate customers can now sign in to their accounts directly from our website. Read on for more new features.

"Our new website really sets the digital bar in our industry. We are looking forward to better connecting with our customers."

- Peter Zahakos, General Manager,
Co-op Cabs Toronto

Phase two of the website will include an innovative ordering system that will use GPS to help customers connect with us quickly and easily. The taxi industry is changing and we are changing alongside.

Visit our new driver page to view your account and for important news, events and more

Co-op Cabs is committed to making it easy and accessible for drivers to engage with us. That is why we put special care into creating a drivers page on our new website.

The page pictured below is designed to engage drivers and serve as a hub for information and resources. All news and corporate memos are posted in the Driver News section so check back often. Each month we will post a full list of Toronto events to help drivers find more business. Each new edition of our newsletter, like this one, are posted to make it easy to share information digitally with your fellow drivers and friends.

co-op CABS CORPORATE DRIVERS BLOG ABOUT CONTACT **WE'RE OPEN 24/7 416 504 2667**

DRIVER NEWS

ALL EVENTS NEWSLETTERS NEWS FEATURED DRIVERS

EVENT LISTINGS: MAY 2013
Click here to see what is happening in Toronto in May.

A GOOD BUSINESS RELIES ON HAPPY CUSTOMERS
If we all work together to make every customer experience a positive one, we will grow our business to the mutual benefit of all.

REUNITE YOUR CUSTOMERS WITH LOST BELONGINGS
Every day Co-op Cab riders forget personal belongings in our vehicles. Please remind customers to make sure they have all their belongings with them before exiting.

ACCEPTING CREDIT AND DEBIT CARDS WILL INCREASE YOUR BUSINESS
Consumers increasingly favour credit and debit cards versus cash because of the convenience.

NEWSLETTER: FEBRUARY 2013
Click here to view.

WE TRAIN TO BE THE BEST: LEARN ABOUT OUR TRAINING PROGRAMS
Our comprehensive training programs go above and beyond industry standards to make sure we have the best drivers in town.

The meeting place for Co-op Cab drivers does more than just provide up-to-date news and events. There is a special sign-in so you can easily view the status of your account. We felt that it was important for drivers to find everything in one convenient place.

WELCOME TO THE MEETING PLACE FOR CO-OP CAB DRIVERS
Check back often for important memos, news, and announcements.

Drivers Sign In >

We are very proud of our drivers, which is why we are also including a featured driver section on the page to encourage those who provide optimal service to our customers. Not only will driver's of the month be profiled on this page, they will be given a special post in our new public blog, 'We Know Toronto.' You can learn more about our new blog on the following page.

FEATURED DRIVER

SAIFUL ISLAM
DRIVER PROFILE
Saiful Islam has been driving with Co-op Cabs for 6 years and lives in Toronto with his wife and three children.

Our new website is designed to be a great experience on a phone, tablet and computer.

The taxi industry is changing and so must we. Digital media and mobile applications are becoming a reality in Toronto's taxi industry.

That is why we have invested in this innovative new site that is optimized for mobile phones and tablets.

The photo on the right shows you what the new Co-op website looks like on an iPhone. We encourage you to take a look and tell your fellow drivers and people in your network to check out our site on their mobile devices.

Our competitors may have been out to market first but we took our time to do things right. The result is a premium web-experience that will allow customers to quickly and easily read our blog, learn about our service and drivers and order a cab.

Co-op Cabs has always stood for quality service and we are excited to relay that promise into the digital world.

Are you on social media? Go online to follow us today.



BLOG

ALL EVENTS & NIGHTLIFE NEIGHBOURHOOD PROFILES NEWS OUR PEOPLE TORONTO HISTORY

One of the best ways to connect with customers is to consistently provide quality service. The best way to connect online is to provide quality content.

Our new blog does just that and shows that, 'We Know Toronto.'

With everything from neighbourhood profiles and tidbits of Toronto's history to posts about upcoming events and not-to-be-missed nightlife, our customers know where to come to explore their city.

If you have an idea for a blog post please email heather@co-opcabs.com

SNEAK PEAK: Co-op to launch new iphone app



Co-op's highly anticipated iphone app is expected to blow our competition out of the water.

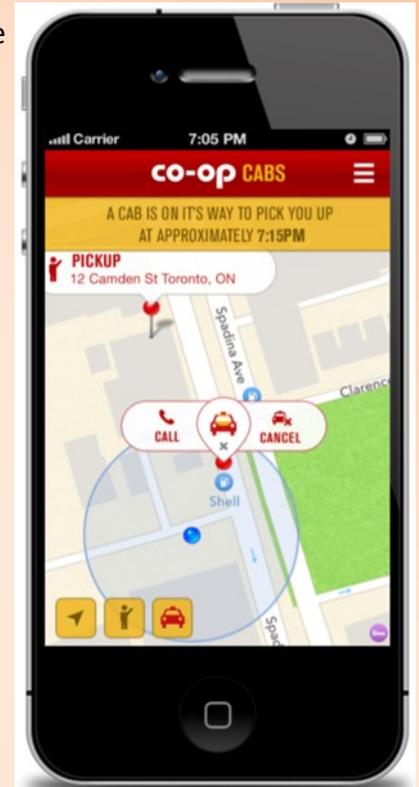
The photo on the right shows you a sneak peak of one of the many features that our new mobile app will offer.

Designed with drivers and customers in mind, we have taken everything that the competition doesn't have and packaged it into one, easy-to-use cab ordering system.

Unlike some other apps, you do not require a credit card to use our app. You can simply provide your name and phone number to get ordering. Other features include:

- GPS technology allows our dispatch to connect customers with the closest cab available
- To make the experience convenient for our customers, once they request a cab, they can close the application and they will be notified via text message when their car has been dispatched
- Once a car has been assigned and dispatched, customers can watch their cab navigate the streets toward their destination
- When the cab is a few minutes away, customers will be sent a text message to alert them. This will reduce the amount of time that drivers spend waiting for customers

Our new app offers the innovative features above and much more. Stay tuned for launch this summer.



CO-OP'S GOT GREAT PEOPLE

Driver of the Month: Correction

In the last newsletter we indicated that the driver to the right was named Nasir Ahmed. This was an error. Nasir is the brother of Tahir Ilyas, who was named as March's driver of the Month.

Please visit Co-op Cab's new website to see profiled drivers and past drivers of the month.



Tahir Ilyas with his Co-op Cab in Toronto.

Co-op speaks out on criminal record checks

Driver's records to be checked annually to ensure public safety

Co-op Cabs Toronto made a deputation to the City of Toronto's Licensing and Standards Committee on March 19 regarding driver/owner licensing requirements and the need to restore public confidence in the industry through the implementation of a number of key recommendations including annual criminal record checks.

"Recent Toronto Star editorials have highlighted major deficiencies in the current process for renewing taxicab drivers' licences in the City of Toronto," said Peter Zahakos, General Manager, Co-op Cabs in a letter to the Committee on March 4, 2013. "The editorials cite that many taxicab driver licences are renewed by individuals with criminal and Highway Traffic Act (H.T.A.) convictions ranging from assault, sexual assault, uttering threats, dangerous and/or impaired driving. Changes need to be made to ensure that adequate checks and balances exist that protect public safety."

As reported in the Toronto Star, current City rules state a taxi driver must produce a criminal background check and driving record when they first apply for a taxi licence and once every four years thereafter.

"At Co-op Cabs, public safety is of utmost importance and as such, all drivers' applying to drive at the company must first provide a criminal records check and an abstract of their driving records. To be eligible to continue work with Co-op Cabs, each individual is required to submit the records on an annual basis, thereafter," said Glenn Steeves, Training Consultant for Co-op Cabs and former City of Toronto Manager of Taxi Training. "We are recommending that the City adopt these same policies in order to safeguard public safety."

To assist in restoring the public's image and consumer confidence of Toronto's taxicab industry, Co-op Cabs recommended the Licensing and Standards Committee give consideration to amending the City of Toronto's Municipal Code Chapter 545, with respect to the requirements for the annual renewal of taxicab driver and owner licenses as follows:

- any applicant wishing to renew their taxicab driver's license shall, prior to the annual license renewal date, submit to Municipal Licensing and Standards a current record, not older than 30 days from the date of issuance, of both the criminal records check and the abstract of drivers record.
- any taxicab owner, who drives their own taxicab, shall, prior to the annual license renewal date; submit to Municipal Licensing and Standards a current record, not older than 30 days from the date of issuance, of both the criminal records check and an abstract of their drivers record.

It was further recommended:

- the Licensing and Standards Committee request staff to explore and report on the feasibility of including an on-road defensive driving component to the existing taxicab driver training courses currently being offered by Municipal Licensing and Standards at its 1530 Markham Road training facility.

With the implementation of the above recommendations Co-op Cabs feels that the City of Toronto can address the concerns that the public may have regarding their safety when using taxicabs in the city.



Clipping from the Toronto Star coverage following Co-op's March 19 deputation at City Hall.

UPCOMING EVENTS

Metro Toronto Convention Centre



- May 13-15, 2013 - Canada 3.0 - 2013 Conference (North Building)
- May 16-19, 2013 - Starpower National Talent Competition (North Building)
- May 19, 2013 - OKGo Canada 2013 brings the Be Careful With My Heart Tour (South Building)
- May 24-26, 2013 - Treating Yourself Expo 2013 (North Building)
- May 29, 2013 - Elena Vaenga in Concert (North Building)
- May 31 - Jun 2, 2013 - Toronto Pro SuperShow 2013 (North Building)
- June 20, 2013 - Unique lives presents: Hillary Rodham Clinton (North Building)
- June 22, 2013 - Thaalam 2013 (North Building)
- June 22, 2013 - PINOY FIESTA AND TRADE SHOW SA TORONTO (South Building)
- June 25, 2013 - The Career, Education and Settlement Fair (South Building)

For all events at the MTCC, visit:

<http://www.mtccc.com/attendees/events.aspx>

Tourism Toronto



- May 1, 4, 7, 10, 16, 22, 2013 - Salome by Richard Strauss (Four Seasons Centre for the Performing Arts)
- May 1 & 2, 2013 - Toronto Blue Jays vs Boston Red Sox (Rogers Centre)
- May 1-5, 2013 - Beat Nation: Art, Hip Hop and Aboriginal Culture, (The Power Plant)
- May 1-5, 2013 - Coast to Coast Creative Arts Convention (Delta Meadowvale Hotel)
- May 1-5, 2013 - The Don Valley Art Club (65th Year) (The Papermill Gallery)
- May 1-May 19, 2013 - Patti Smith: Camera Solo (The Art Gallery of Ontario (AGO))
- May 3-5, 2013 - Mariposa Cruises Presents: Cinco De Mayo Toronto Harbourfront Cruise (Mariposa Cruises)
- May 4, 2013 - The Absolutely Positively Completely Made-Up Show! (Second City)
- June 1, 2013 - Toronto FC vs Philadelphia Union (BMO Field — Exhibition Place)
- June 1-16, 2013 - Revealing the Early Renaissance: Stories and Secrets in Florentine Art (the AGO)
- June 1-24, 2013 - The Best of The Second City (Second City)
- June 1-30, 2013 - Giant Pandas at the Toronto Zoo (Toronto Zoo)

UPCOMING EVENTS

- June 1-30, 2013 - Chinese Portraits of the Ming and Qing Dynasties (1368 – 1911) (the Royal Ontario Museum (ROM))

For more events visit the Tourism Toronto website:

<http://www.seetorontonow.com/Events.aspx>

International Centre



- May 3 - 5, 2013 - Sport Card & Memorabilia Expo (Entrance #5)
- May 22 - 26, 2013 - Mastermind Toys Warehouse Sale (Entrance #6)
- May 24 - 26, 2013 - The Relationship Show (Entrance #1)
- May 31 - Jun 2, 2013 - Exposure - Photo & Video Imaging Show (Entrance #5)
- June 8, 2013 - Canada's Gluten Free Market (Entrance #2)
- June 7-8 - 2013 - Canadian Celiac Association National Conference & Youth Program (Conference Centre Entrance)

For more events visit the International Centre's website: www.internationalcentre.com/events

Toronto.com



- May 1, 2013 - Authors at Harbourfront Centre: Mia Couto, Shyam Selvadurai, Ania Szado (Harbourfront Centre)
- May 1-31, 2013 - Between Princely India and the British Raj: The Photography of Raja Deen Dayal (Royal Ontario Museum (ROM))

- May 1-31, 2013 - The Best of The Second City (Second City)
- May 1-31, 2013 - The Toronto Strip Show (Steam Whistle Brewing)
- May 1-4, 2013 - Berlioz's Symphonie fantastique (Roy Thomson Hall)
- May 1-4, 2013 - 2013 CanAsian International Dance Festival (Harbourfront Centre)
- May 1-4, 2013 - True West (Young Centre For The Performing Arts)
- May 1-5, 2013 - Race (Bluma Appel Theatre)
- May 1-5, 2013 - One Act Festival (Sterling Studio Theatre)
- May 1-5, 2013 - Enter Laughing (Toronto Centre For The Arts)
- May 1-7, 2013 - A Handel Celebration (Trinity – St. Paul's United Church)
- May 1-8, 2013 - Throne of Games (Comedy Bar)
- May 1-16, Anna Yuschuk - (Ingram Gallery)
- May 1-18, 2013 - The War of 1812 (Young Centre For The Performing Arts)
- May 1-19, 2013 - Night of the Living Dead Live (Theatre Passe Muraille)
- May 1-19, 2013 - StreamFest: Canadian Comedy Live and Interactive (Comedy Bar)
- May 1-19, 2013 - The Mousetrap (Lower Ossington Theatre)
- May 2, 2013 - Blue Planet (Young People's Theatre)
- May 5, 2013 - Power Kids: Masked Characters (The Power Plant)

UPCOMING EVENTS

- May 8-11, 2013 - Much Ado About Nothing (Young People's Theatre)
- May 10, 2013 - Mötley Crüe (Copps Coliseum)
- May 10, 2013 - Comedy and Magic of Jean Pierre (St. Lawrence Centre For The Arts)
- May 10, 2013 - Gerry Dee: The Real Mr. D (Living Arts Centre Mississauga)
- May 10, 2013 - Lights (Elgin & Winter Garden Theatre Centre)
- May 10, 2013 - Wing Festival (99 Sudbury Patio, Loft & Gym)
- May 10-11, 2013 - Mayfair (Rosedale Park)
- May 11, 2013 - Emily Saves the Orchestra (Roy Thomson Hall)
- May 12, 2013 - Mother's Day Tea at Black Creek Pioneer Village (Black Creek Pioneer Village)
- May 13, 2013 - Unique Lives & Experiences: Sissy Spacek (Roy Thomson Hall)
- May 18, 2013 - Bugs Bunny at the Symphony (Sony Centre For The Performing Arts)
- May 18-20, 2013 - Toronto International Circus Festival (Harbourfront Centre)
- May 18-31, 2013 - Giant Pandas at the Toronto Zoo (Toronto Zoo)
- May 18-31, 2013 - Chinese Portraits of the Ming and Qing Dynasties (1368 – 1911) (Royal Ontario Museum (ROM))
- May 18-31 - Artfest Toronto Art and Craft Show (The Distillery Historic District)
- May 24-26, 2013 - Anime North 2013 (Doubletree by Hilton – Toronto Airport)
- May 24-26, 2013 - Carassauga Festival of Cultures (Various Locations Around Mississauga)
- May 25-31, 2013 - The Rolling Stones (Air Canada Centre)
- May 28, 2013 - Dave Matthews Band (Molson Canadian Amphitheatre)
- May 28-29, 2013 - West Side Story with Orchestra (Roy Thomson Hall)
- May 28-31, 2013 - Cats (Panasonic Theatre)
- May 31, 2013 - Brad Paisley, Chris Young and Lee Brice (Molson Canadian Amphitheatre)
- June 1, 2013 - Rhapsody in Blue (Roy Thomson Hall)
- June 1-3, 2013 - Cats (Panasonic Theatre)
- June 1-6, 2013 - The Rolling Stones (Air Canada Centre)
- June 1-8, 2013 - The Barber of Seville (Young Centre For The Performing Arts)
- June 1-30 - Artfest Toronto Art and Craft Show (The Distillery Historic District)

For more events visit www.Toronto.com.

Co-op News is published and distributed by Co-op Cabs, for the enjoyment of our members, drivers and staff.

If you have any questions, comments or would like to submit an article to the newsletter, please contact:

Heather Schell, Supervisor of Business Development at 416-504-4016 x 243 or by email heather@Co-opcabs.com

