

## **VitalConnex announces the availability of myStop Text Messaging Service in St. John's, NL**

Markham, Ontario – March 2, 2006 – VitalConnex announced today the pilot introduction of a new service for transit riders called myStop. myStop is a text messaging service for transit riders that eliminates long waits at a bus stop. Instead, myStop allows transit riders to wait for their bus wherever they'd like. The service will notify them when it's time to head to their bus stop.

myStop text messaging service is available to any transit rider with a mobile phone. This affordable service is available for any stop on any Metrobus route in the greater St. John's and Mount Pearl area. St. John's customers are the first in Canada to receive this unique service.

CEO Bob Kirby explains, "myStop tracks the current location and rate of progress of each bus in real time. It sends you a text message when the bus is approaching your stop. And you get to decide how much lead time you need. myStop continuously estimates when each bus will arrive at your stop and then will send you another message if the quoted estimated time of arrival changes – at no cost to you. It's practical and personal."

By using myStop, Metrobus riders will receive the arrival times of the next bus and the following bus—for specific routes or all routes serving their stop. Additional features allow riders to schedule an alert for "the first bus after" or "the last bus before" a given time. Riders can also create a schedule of regular alerts for different stops at various times throughout the week. To register online please visit [www.myStop.ca](http://www.myStop.ca).

"VitalConnex is very excited to begin offering myStop text messaging service to Metrobus riders this winter. We know that this will be a value-added feature for all transit riders," said Bob Kirby.

### **About VitalConnex**

VitalConnex Inc. is a privately-owned Canadian software solutions provider based in Markham, Ontario. VitalConnex delivers innovative Advanced Traveler Information Systems (ATIS) designed to keep the traveling public informed of the actual status of their mode of travel.

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