



FOR IMMEDIATE RELEASE:

MV Transportation, Inc. wins two First Place AdWheel Awards from the American Public Transportation Association

Charlotte, NC (October 8, 2007) --- MV Transportation, Inc. took home two 1st Place Adwheel Awards during the 2007 Annual Meeting of the American Public Transportation Association (APTA).

MV won 1st Place Awards for our “We Are...” marketing campaign in two categories: Campaign and Electronic Media. The “We Are ...” ad campaign is a multi-faceted initiative designed to share with transit industry leaders and potential employees stories about the people that make MV such a unique company.

To reach our target audience, MV embarked on a year-long campaign complete with prints ads and website video vignettes that illustrate the stories of its employees. The print ads encourage readers to explore the MV website to learn more about the person or issue featured in the print advertisement. The ads and the website change bi-weekly.

“I am so proud of the Marketing Team not only for winning two AdWheel Awards, but for completely committing to such a huge undertaking and including a representative from every aspect of our company in the ads,” said Jon Monson, MV’s Chief Executive Officer. “Thus far, the campaign has received extensive positive feedback from the transit industry, is effectively improving public awareness of our firm, and has improved employee morale by stressing how important all employees are to the company. Winning two AdWheels for our efforts was icing on the cake.”

The annual AdWheel Awards competition honors APTA member organizations for excellence in advertising, marketing, promotion and communications. Each year, APTA members submit their very best advertising, marketing, promotion, and communications materials in the media categories of print, electronic, campaigns and special events to the competition. APTA received more than 750 entries in this year’s competition.

**About MV Transportation**

Based in Fairfield, California, MV is the largest private provider of paratransit services and the largest privately-owned transportation contracting firm in the United States. The company employs more than 11,000 dedicated transit professionals and operates more than 180 paratransit, fixed-route, shuttle and Medicaid contracts in 25 states.

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