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FRIAS SUPPORTS STOP DUI WITH \$1 DONATION FOR EVERY CURB APP RIDE

Las Vegas (Dec. 3, 2015) - Frias Transportation Management is an integral part of the local community and committed to making a difference. In support of this effort, Frias is donating \$1 for every Curb e-hailed ride taken through January 3 to STOP DUI, www.stopdui.org.

"STOP DUI is excited to partner with Frias Transportation Management. With their help, we hope to achieve a DUI fatality and injury-free holiday season," said Sandy Heverly, STOP DUI Executive Director. "The \$1 per ride donated to STOP DUI during this campaign will help enable our very unique DUI victim services program. STOP DUI thanks Frias Transportation Management for caring enough to make a difference!"

"We are proud to support the important work by STOP DUI in our local community and their mission of stopping the violent crime of driving under the influence and assisting victims of this crime," says Lee Haney, a Frias spokesperson. "Frias is committed to providing a safe ride to the Las Vegas locals and visitors. During this holiday season, we encourage locals to not drink and drive and use the Curb app for your travel needs."

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About Frias Transportation Management

Based in Las Vegas, Frias Transportation Management is the largest transportation company in Nevada with a fleet of over 1,000 taxicabs, limousines and shuttle buses. The Company operates a fleet of taxicabs under the company names of Virgin Valley Cab, Ace Cab, Vegas Western Cab, ANLV Cab and Union Cab. Frias also operates a limousine service under the company name of Las Vegas Limousines® and operates a shuttle service under the company name of Airline Shuttle.

The Las Vegas roll out of Curb®, the e-hailing taxi app connecting riders already to a nationwide network of over 35,000 taxis and 600 locally with Frias, was launched by Verifone in October. Curb is a platform focused on improving how people get around their communities. The consumer app puts riders in touch with nearby taxi drivers for better, faster, and more efficient rides, featuring real-time map tracking and seamless mobile payment. With Frias, Curb connects Las Vegas riders to 600 licensed and insured taxis with high-trained professional drivers. Consumers can download the free Curb app for iPhone or Android devices to book a nearby cab. Riders have access to GPS tracking to see their driver arrive, and enjoy automatic payment with their credit card stored in the app. Even better, this new technology comes with the same regulated fare price that riders have come to expect, as Curb does not surge their prices.