

**For Immediate Release**

Press Contacts:

Hilary Prince

Bay3000 Corporate Education

(905) 947-8562 x260

Hilary.Prince@Bay3000.com

**Canadian Project Excellence Awards (CPEX) Honours CellWand for Innovative #TAXI.**

Toronto, ON (April 26, 2006) Bay3000 Corporate Education, a leading provider of management and leadership training and development and this year's managing sponsor of CPEX, proudly announces the recipient of this year's Innovation Award is CellWand's #TAXI service. The award will be presented on the final day of CPEX, April 27th, at the Ontario Science Centre.

"It is an incredible honour to win the CPEX Innovation Award, especially when you look at the prestigious list of former CPEX winners such as RIM, and last year's Innovation Award winner, IBM. It's truly a proud moment for everyone behind the #TAXI service", said Nick Quain, President of CellWand Communications, owners of the #TAXI application. CellWand develops and manages Enhanced Directory Assistance (EDA) services for wireless carriers. During the past year #TAXI utilized proprietary databases, location based technology and voice recognition to allow callers to quickly connect to a taxi company serving their area. CellWand's first application, #TAXI™ (Pound Taxi), allows cellular phone users to get a taxi in any city across Canada by simply dialing #-TA-X-I (#8294) on their cell phone. The company has already partnered with Bell Mobility, Fido, Rogers Wireless and TELUS Mobility, making #TAXI available virtually everywhere on cellular phones in Canada.

According to Gina Davidovic head of the CPEX selection committee and Vice President of Solutions for Bay3000 Corporate Education, "This award is presented to recognize the continued investment and further expansions in this innovation, which will be significant for the future and a model for other similar applications."

As managing sponsor of CPEX 2006 Bay3000 is pleased to honor CellWand as we all look forward to this exciting event. The CPEX Awards ceremony and reception takes place the evening of Thursday April 27th at the Ontario Science Centre.

**About Bay3000 Corporate Education**

Bay3000 is focused on improving the ability of organizations to execute their strategies and their vision. Bay3000 believes that effective project management drives business performance and is a fundamental enabler for effective change management. Bay3000 offers the following solutions: project leadership training & development programs, skills and competencies assessments using the ClearView™ assessment suite, project office design and improvement services, and contract project management services.

Bay3000 Corporate Education is a Charter Member of the Registered Education Provider Program with the Project Management Institute. Bay3000 is also the managing sponsor of the prestigious Canadian Project Excellence Awards and Conference.

*Company Websites:*

Bay3000 Corporate Education: [www.Bay3000.com](http://www.Bay3000.com)

CPEX Awards and Conference: [www.CPEX.ca](http://www.CPEX.ca)