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Nathaniel P. Ford Sr. | Executive Director/CEO

October 20, 2010

UberCab LLC
Attn: Ryan Graves, CEO
182 Howard St., Suite 8
San Francisco, CA 94105

NOTICE TO CEASE AND DESIST

Dear Mr. Graves,

It has come to our attention that your business, UberCab LLC is operating without the appropriate licenses, permits and approvals from the San Francisco Municipal Transportation Agency, as well as without the necessary licenses and approvals from the California Public Utilities Commission.

Because UberCab LLC is operating without a permit and has demonstrated numerous violations, we demand that you cease and desist all activities, operations and advertisements related to car service in San Francisco.

The name UberCab indicates that you are a taxicab company or affiliated with a taxicab company, and as such you are under the jurisdiction of the SFMTA, and are in violation of Division II of the Transportation Code Sections 1105(a)(1) failure to operate without a permit, 1106(a) failure to operate without a color scheme permit. Furthermore despite the usage of the name UberCab, your service appears to solely use Limousines, town cars or simply, black luxury vehicles to provide taxi services which goes against the rules and regulations for the taxi industry. The usage of the term "Cab" in your name suggests that you are providing a taxi service. However, as there are no taxis in your fleet, we demand that your company, its affiliates, and any other entity to cease calling itself UberCab, UberTaxi, or any other term with

the descriptive word, Taxi or Cab in its name. Furthermore under Public Utilities Code section 5386.5, no charter party carrier, which your limousines are, shall advertise or represent its services as being a taxicab or taxi service. This is exactly what UberCab is doing.

It is also our understanding that your rates begin with and \$8.00 base rate, which increases at a rate of \$4.90 per mile and \$1.25 per idle minute. While these rates would need to be vetted through the State Public Utilities Commission, it is common knowledge that Limousines often charge a flat rate by the hour or a flat rate based upon a trip. Because you have a system that measures time and distance, you are clearly in violation of Type Certification requirements that are placed upon such devices by the Department of Agriculture's Weights and Measures Division.

Please be aware that the penalty for operating as a taxicab without a permit is \$5,000.00, and for each instance of this conduct we will issue a \$5,000.00 fine to UberCab as well as the offending Limousine Driver/Service if this conduct is not stopped.

Again the SFMTA demands that UberCab, LLC cease and desist all activities, operations, and advertisements related to car service in San Francisco. Please give me a call if you would like to discuss this further.

Thank You,

A handwritten signature in black ink, appearing to read 'Jarvis Murray', written over a horizontal line.

Jarvis Murray
Enforcement and Legal Affairs Manager
SFMTA/ Taxi Services