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FDNY SELECTS MIR3's INTELLIGENT NOTIFICATION PLATFORM TO REACH PERSONNEL IN URGENT SITUATIONS

SAN DIEGO (August, 1 2008) – [MIR3, Inc.™](#), the leading provider of Intelligent Notification (IN®) systems to enterprises, universities and government organizations, today announced that the New York City Fire Department (FDNY) has named the company its official emergency notification platform. The FDNY will utilize MIR3's [inEnterprise](#), a secure, role-based notification platform, to communicate immediately with emergency and support personnel in response to major emergencies, terrorist events and/or natural disasters.

“We are proud to work with such an important and upstanding organization as the FDNY,” said Amir Moussavian, president and CEO of MIR3. “Using MIR3's technology, the FDNY will have access to increased capabilities and flexibility than their previous notification provider, and the ability to initiate a notification remotely—via web, phone, e-mail and other communication devices. Our platform will ensure quick and efficient recruiting and dispatching in times of need.”

inEnterprise's proprietary technology sends time-sensitive alerts to its clients, enabling these organizations to prepare for and respond to urgent situations of all types. Using inEnterprise's advanced, two-way communication system, the FDNY's recipients will receive messages until they respond and confirm receipt. inEnterprise also offers real-time reporting, which will enable the organization's administrators to monitor receipt of and responses to all communications. In addition, MIR3's platform will facilitate the inclusion of all FDNY subclasses—such as paramedics, EMTs, firefighters, etc.—and allow recipients to bridging to call centers and establish emergency lines, among other features.

The FDNY is comprised of more than 15,000 firefighters, EMTs, paramedics and support staff. Through its tireless dedication to keeping New Yorkers safe, the organization has responded to more than 490,767 fires and non-fire emergencies and 1,187,602 emergency medical calls.

(more)

“As an organization that prides itself on immediate responses to urgent situations, it’s crucial we have the appropriate technology in place to reach our personnel as quickly as possible. MIR3’s system is the best option for notifying and recalling personnel in times of crisis,” said Salvatore Cassano, Chief of Department for FDNY. “With MIR3’s technology, we’ll have the ability to determine who is available to assist in a situation, get them where they need to be and ensure messages are communicated without fail.”

About FDNY

As first responders to fires, public safety and medical emergencies, disasters and terrorist acts, FDNY protects the lives and property of New York City residents and visitors. The Department advances public safety through its fire prevention, investigation and education programs. The timely delivery of these services enables the FDNY to make significant contributions to the safety of New York City and homeland security efforts.

About MIR3

San Diego-based MIR3, Inc. is the leading provider of Intelligent Notification systems to enterprises, universities and government organizations, offering the industry’s only Global Enterprise Platform. MIR3’s real-time, two-way notification solutions are trusted by more than 80 of the *FORTUNE* 100 companies, more than 150 esteemed colleges and universities, and numerous local, state and federal agencies. MIR3’s Global Enterprise Platform features products that disseminate mission critical information to and from any communication device across any medium including e-mail, landline, mobile phone, SMS, pager, PDA, satellite phone, TTY, and fax. For more information, please visit www.mir3.com.

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