

FOR IMMEDIATE RELEASE

Louisiana to Deploy MIR3's Emergency Notification Platform Across State Agencies and Universities

Contract facilitates purchase of MIR3's emergency notification platform by campuses, fire, police and other agencies; support for voice and text-based multimodal devices key to contract award decision

SAN DIEGO – February 5, 2008 – [MIR3™](#), the leader in [Intelligent Notification \(IN®\)](#) solutions for global enterprises, today announced the state of Louisiana has awarded the company a contract to be one of the official emergency notification platforms for all higher education campuses, fire and police departments and other government agencies. This contract allows state organizations and schools to purchase inCampusAlert™, an emergency notification system that supports all types of voice and text-based communication devices, without the need for an additional RFP per this negotiated contract.

“This contract award demonstrates MIR3 continued success as a trusted, strategic safety partner,” said Ken Dixon, executive vice president of sales and marketing for MIR3. “It also highlights the value that public institutions place on MIR3’s multimodal notification approach, which enables simultaneous use of multiple types of communication devices to alert and instruct employees, first-responders, students, and customers during an emergency.”

Multimodal communication is particularly important within a student population. According to a recent survey by the Pew Research Center, more than 70 percent of 18- to 29-year-olds own a cell phone and 92 percent of them use text messages regularly. Additionally, MIR3’s system is the only notification system on the market today which allows for true two-way texting, real-time reports and integrated incident management – critical features when an organization needs to quickly mobilize first-responders and officials during crises.

inCampusAlert enables organizations to reach thousands of contacts in seconds with time-critical information in the event of an emergency. Messages are delivered via cellular and landline phones, Short Message String (SMS) devices, email, fax and pagers. Notifications can be sent via Web, DTMF phones, email or by calling MIR3's 24/7/365 support center. MIR3's notification capabilities have also been used for routine high-volume messaging and all-purpose broadcasting such as administrative notices to employees, messages for coordinating staffing and schedules or delivering important, auditable information to customers.

About MIR3

[MIR3™](#) provides automated [Intelligent Notification \(IN®\)](#) solutions for global and enterprise-wide communications and business continuity. MIR3's inEnterprise™, inGovAlert™, inCampusAlert™, inTechCenter™, inAlertCenter™, inWebServices™ and inConnect™ are built on a geo-dispersed, scalable telephony and application server platform that directs the global dissemination of time-urgent information to and from any communication device across any communication medium. With its recent acquisition of [TelAlert®](#), MIR3 also offers TelAlert branded products such as TelAlert 6e systems. MIR3's nearly 5,000 customers include more than 80 colleges and 80 of the Fortune 100, including the world's top petroleum, soft-drink bottling and consumer goods companies, and organizations such as IAC Interactive, Belkin Worldwide®, US Air Force, NASA, Homeland Security's National Medical Response Teams, The American Red Cross, LA County Department of Health and the County of Orange, California. For more information visit www.mir3.com or contact 858.724.1248 or pr@mir3.com.

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