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## **MIR3 Strengthens International Market Presence with Sybase 365 Partnership**

*MIR3's International SMS Solution Offering enabled by Sybase 365*

**SAN DIEGO (Dec. 18, 2008)**—[MIR3™](#), the leader in intelligent notification (IN®) solutions for global enterprises, today announced the strengthening of its international mobile messaging capabilities through a partnership with [Sybase 365](#), a subsidiary of Sybase, Inc. (NYSE: SY), the global leader in mobile messaging services.

With mobile messaging solution provided by [Sybase 365](#), MIR3's clients will now have access to a stronger, two-way, international messaging platform that will enable users to correspond in the most effective way possible during both urgent and non-urgent situations—ensuring fluid business continuity and disaster recovery.

Sybase 365 strong international market presence enables MIR3 to augment the appeal of its intelligent notification packages for international customers.

(more)

“Sybase 365 sizeable business infrastructure—coupled with its strong mobile messaging service reputation worldwide—will provide one of the most dependable international messaging solutions available today. We are thrilled to offer Sybase 365 technology to expand our client base and support our current clients—which consist of *FORTUNE* 100 companies and hundreds of other enterprises, transportation organizations and government/educational institutions around the world,” said Frank Mahdavi, chief strategy officer for MIR3.

Sybase 365™ services are delivered globally via SMS and MMS, across all network and handset capabilities. “We strive to provide the ultimate flexibility in customer interaction,” said Gregory Dunn, Vice President, Americas for Sybase 365. “Our mobile messaging service allows MIR3’s intelligent notification platform to provide an added value to their clients by substantially increasing its presence and capabilities across international lines.”

Companies interested in learning more about MIR3, or for more information about the company’s mass alert notification solutions, please contact (858) 724-1200.

### **About MIR3**

MIR3, a privately held San Diego-based company, is the leading Intelligent Notification Global Enterprise Platform. MIR3 provides two-way notification communication suitable for any industry, business or operation. The highly flexible solutions have become the optimum choice for the majority of the Fortune 100, more than 100 esteemed colleges and universities, and numerous local, state and federal agencies.

MIR3 Intelligent Notification (IN®) platform, combined with TelAlert’s family of products, provides a unique and superior market solution, based on leading IT and BC notification technologies. Both products direct the dissemination of time urgent information to and from any communication device across any medium including email, landline, mobile phone, SMS, pager, PDA, satellite phone, TTY, and fax. For more information, please visit [www.mir3.com](http://www.mir3.com).

## About Sybase 365

Sybase 365, a subsidiary of Sybase, Inc. (NYSE: SY), is the global leader in SMS, MMS and GRX mobile messaging interoperability, the delivery and settlement of SMS and MMS content, mobile commerce and enterprise-class messaging services. Processing more than 200 billion messages per year, Sybase 365 reaches more than 700 mobile operators and 3 billion subscribers around the world. For more information, visit: [www.sybase.com/365](http://www.sybase.com/365)

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