

FOR IMMEDIATE RELEASE



CONTACT:
Kelly Hamor
Formula
619-234-0345
hamor@formulapr.com

MIR3 UNVEILS RECORDED RESPONSE FEATURE FOR MASS NOTIFICATION

Clients in Emergency and Non-Emergency Situations to Manage Events More Effectively

SAN DIEGO (Nov. 11, 2008)—[MIR3™](#), the leader in intelligent notification (IN®) solutions for global enterprises, today announced the official launch of its new notification feature, Recorded Response, an option that no other notification vendor in the market currently offers. The new Recorded Response feature, which is available on the company's family of inEnterprise solutions at no extra cost, allows emergency managers to not only notify their target recipients of events, but also to collect responses in their recorded voices in addition to traditional response options. This feature now allows the collection of more exact and situation specific detail.

Several MIR3 enterprise clients have already used Recorded Response with great success. One client used this new feature during a major corporate merger where employees were kept up to date as merger talks progressed and were given the option to express their concerns by recording their feedback. More recently, the feature was used to aid Kaiser Permanente after a 5.8 magnitude earthquake struck Southern California in late July.

Additionally, Connecticut Community College System, which recently awarded MIR3 a contract to serve as the official emergency notification platform for its 12 college campuses, will also benefit from this newly released feature. Recorded Response will allow all the colleges in the system to quickly dispatch help and respond to situations based on detailed responses such as building locations and situation specifics, allowing officials to more effectively manage a critical event.

"Universities are learning that multiple options in responding to a notification are extremely important," said Ken Dixon, executive vice president for MIR3, Inc. "Schools and businesses across the country have begun—at a very rapid rate—to realize an urgent notification system is a must-have tool. When polled, our educational institutions and corporate clients have responded that multiple communication features, 24/7 support and product reliability are the biggest decision factors when choosing a vendor. The addition of Recorded Response to our IN platform is just one more example of how, as a leading vendor, MIR3 continues to bring added value and new benefits to customers."

MIR3's notification capabilities are also used for routine, high-volume messaging and all-purpose broadcasting, such as administrative notices to employees, messages for coordinating staffing, weather updates, and more. MIR3's systems allow for true two-way text messaging, provide real-time reports detailing recipient responses, with an integrated incident management module—all critical features when a campus community needs to quickly mobilize first-responders and officials during crises.

Existing clients interested in learning more about the Recorded Response feature should contact their client service representative. For more information about MIR3's intelligent notification solutions, please contact (858) 724-1200.

(more)

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

###