

**FOR IMMEDIATE RELEASE**

## **Syracuse University Delivers Notifications to 28,000 Recipients within Five Minutes during Event Near Campus**

### **MIR3's Solution Proves Reliable Following Off-Campus Drive-by-Shooting**

**SAN DIEGO – December 2, 2008** – [MIR3™](#), the leader in mass alert notification solutions today received positive remarks from client Syracuse University after last Monday's use of the inEnterprise notification system to inform their campus population immediately following a drive-by shooting several blocks from campus.

The Syracuse University Department of Public Safety (DPS) issued an alert to campus to stay in place and communicated instructions via text, email and phone to some 27,600 registered students, faculty and staff members. The notification instructed recipients to seek immediate shelter, lock doors and wait for further instructions. All text-issued notifications were successfully delivered within 5 minutes.

About 45 minutes after the first notification was sent, DPS initiated a second notification, lifting the campus alert, when it was clear there no longer was a potential threat to the campus population as assessed by the Syracuse Police Department and DPS.

Frequently, with and without MIR3's involvement, Syracuse University performs alert notification tests with the MIR3 system to ensure the product works properly in the event of emergency situations, such as this. "It is extremely important Syracuse is able to quickly notify its campus population during an emergency," said Ron Kurdziel, director of telecommunications for Syracuse University Information Technology and Services. "We are pleased the MIR3 system performed and functioned as expected in this situation and was efficient in aiding in the safety of our students, faculty, and staff."

"It is unfortunate that these types of events disrupt daily life," said Amir Moussavian, CEO of MIR3. "Our main focus is to support clients, such as Syracuse University, in communicating critical information to any number of recipients and keep them safe and informed."

**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)