



P R E S S
R E L E A S E

Contact:

Ron Marcus
Marketing Communications
858.724.1260
ron.marcus@mir3.com

Carol Tiernan
Senior Marketing Manager
858.724.1280
carol.tiernan@mir3.com

FOR IMMEDIATE RELEASE:

**UNIVERSITY OF PENNSYLVANIA CONTACTS OVER 53,000 PEOPLE IN RECORD TIME
WITH MIR3'S MASS NOTIFICATION AND RESPONSE PLATFORM**

Ivy League school's Division of Public Safety conducts campus-wide test of its UPennAlert Emergency Notification System, powered by MIR3 technology, with results deemed an absolute success.

SAN DIEGO, CA – November 4, 2009 – MIR3, Inc., the pioneering innovator of real-time universal notification and response technology for the enterprise, today announced that in the past week its platform, in use by the University of Pennsylvania for its *UPennAlert Emergency Notification System*, had undergone an annual campus-wide test by the University's Division of Public Safety. This safety drill was conducted to ensure that all campus constituents – some 53,000 students, faculty and staff – continue to be notified with critical, accurate information in the event of any emergency (in the case of certain emergencies, parents of students would be added to this notification list). The MIR3 system surpassed the University's stringent requirements for speed and successful delivery to all registered recipients, sending over 74,000 SMS text and email notifications to more than 53,000 people in just seven-and-a-half minutes. The drill was deemed an absolute success by the University's Division of Public Safety as a result of this performance.

"As an Ivy League school, our expectations are very, very high," said Maureen S. Rush, M.S., CPP, Vice President for Public Safety at the University of Pennsylvania. "The results of this safety drill were nothing short of exceptional; by far the best results we've seen. The performance of the MIR3 notification and response platform in this drill has only heightened our confidence that in the event of a real emergency, when we push that button, we'll reach 53,000 people in approximately seven-and-a-half minutes. You really can't ask for more than that."

The UPennAlert system was created in 2007 as a result of the tragic events on the Virginia Tech campus in April of that year. The loss of life that occurred in that incident dramatically highlighted the need to quickly reach a large population in just minutes during an emergency. This prompted educational institutions nationwide to swiftly implement rapid mass notification technology for their campus safety programs. Since that time, MIR3's platform has been deployed in over 100 major universities and colleges in the United States. MIR3's notification and response technology was a natural fit to fulfill this mission, having been in use for several years already by Fortune 1000 companies around the globe for their crisis management and business continuity programs. MIR3's technology was chosen as the platform for the UPennAlert system in late 2007.

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"We appreciate the University of Pennsylvania putting our notification and response technology through such an extensive and large-scale drill, in addition to the ongoing, smaller-scale test notifications they send weekly," said MIR3 CEO Amir Moussavian. "Our team has worked very closely with the University's Division of Public Safety over the past two years to make sure the MIR3 platform works the way they need it to, each and every time they use it. That our technology allows them to reach their university population so quickly and thoroughly, test after test, is a gratifying validation of the efforts of a lot of people at MIR3 in partnership with the safety team at the University of Pennsylvania."

More information about the Division of Public Safety at the University of Pennsylvania can be found at <http://www.publicsafety.upenn.edu>.

About MIR3, Inc.

MIR3, Inc. is the pioneering innovator of enterprise-grade software technology powering real-time voice and text notification to populations of all sizes, anywhere in the world, on a wide variety of communication devices, with the ability for recipients to provide an immediate, actionable response. This capability enables significant gains in organizational productivity and operational efficiency, and plays a critical role in safeguarding lives and property when disaster strikes. MIR3's technology is used by over 80 of the Fortune 100, as well as governments, universities, and companies of all sizes and industries in over 130 countries, facilitating enterprise operations, IT service management and crisis management. The company was ranked 299th in the 2009 Inc. 500, recognizing nearly 800% revenue growth from 2005 to 2008; and 111th in Deloitte's 2009 Technology Fast 500TM for achieving over 1,500% revenue growth from 2004 to 2008. San Diego-based MIR3 started business in 1999. More information about MIR3 can be found at www.MIR3.com.

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