

MIR3's inCampusAlert Mass Notification System is "Field Proven" During Real-Life Threat by Masked Gunman at New York's St. John's University

**-- MIR3 System Praised by New York Governor, New York City Police
Commissioner, State Assembly Member and University Administration --**

NEW YORK, NY – October 1, 2007 – After a masked gunman was spotted and subdued without a single injury on the campus of St. John's University on September 26, New York City Police Commissioner Raymond Kelly told a news conference, "St. John's newly instituted emergency text messaging system worked like a charm."

The inCampusAlert™ Intelligent Notification (IN®) system, provided to St. John's University by MIR3™, a California technology company that specializes in automated mass notification systems for corporations, governments and universities, was credited with quickly keeping the campus population informed and calm and for enhancing public safety during the crisis. MIR3's system is the only notification system in the market today which allows for true two-way texting – a critical feature when an organization needs to quickly mobilize first-responders and officials during crisis events.

New York Governor Eliot Spitzer praised the recently installed MIR3 emergency text messaging system at St. John's University, and New York Assemblyman Rory I. Lancman offered legislation requiring text messaging systems at college and university campuses throughout New York State.

Dr. James Pellow, chief operating officer of St. John's University, lobbied his administration for an emergency notification system shortly after the Virginia

Tech tragedy in April 2007. It was installed in early September, and last week, Dr. Pellow was quoted in the media as saying, "No one thought that we would be testing this latest technology this quickly for an emergency"... it "allowed us to manage this mini-city of 20,000 people."

The initial emergency alert was sent using MIR3 technology to St. John University's campus on September 26 by Thomas Lawrence, the university's vice president for public safety and a former deputy chief of the New York Police Department. The message read as follows: "From Public Safety. Male was found on campus with rifle. Please stay in your buildings until further notice. He is in custody, but please wait until the all clear."

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.

"The University's response serves as a national model," New York Police Commissioner Kelly added. "Coincidentally, St. John's was one of the participants in our campus security conference last week, during which we examined the emergency response at Virginia Tech, and other campuses."

About MIR3

MIR3 provides automated [Intelligent Notification solutions](#) for global and enterprise-wide communications and business continuity. MIR3's inEnterprise™, inAlertCenter™, inTechCenter™, inGovAlert™, inCampusAlert™, inLocalAlert™, inConnect™ and inWebServices™ 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 communications device across any communication medium. With its recent acquisition of TelAlert from CalAmp Corp. (NASDAQ: CAMP), MIR3's nearly 5,000 customers include 80 of the

Fortune 100 companies along with the world's top petroleum, soft-drink bottling, and consumer goods companies, IAC Interactive (TicketMaster and Match.com), Belkin Worldwide, US Air Force, Homeland Security's National Medical Response Teams, The American Red Cross, LA County Department of Health, and the County of Orange, California, which has 1.4 million recipients records in their MIR3 Intelligent Notification system. For more information visit www.mir3.com or contact 858-724-1248 or pr@mir3.com.

IN and TelAlert are registered trademarks of MIR3, Inc. MIR3, inGovAlert, inTechCenter, inAlertCenter, inEnterprise, inCampusAlert, inLocalAlert, inConnect and inWebServices are trademarks of MIR3, Inc. All other trademarks are property of their respective owners.