

FOR IMMEDIATE RELEASE

University of Pennsylvania Implements MIR3's Emergency Notification System for Alerting Students, Staff and Parents

**MIR3 selected for its secure, two-way, voice and text communication
platform**

SAN DIEGO – August 27, 2007 – MIR3™, the technology leader in Intelligent Notification (IN®) solutions for global enterprises, has implemented inEnterprise™, a unified, multi-modal emergency communication system, at the University of Pennsylvania. With support for all types of voice- and text-based communication devices, inEnterprise provides two-way notifications and instructions to students, staff and parents during critical events.

“inEnterprise ensures communications during an emergency, no matter what type of device a person has at hand and even if one communication channel is jammed,” said Amir Moussavian, MIR3 president and CEO. “Its two-way functionality lets recipients acknowledge they’ve received an alert, so that first responders can track responses and react accordingly. By implementing inEnterprise, the University of Pennsylvania has taken a critical step toward ensuring communication and accountability to students and staff as well as to parents, off-campus law enforcement agencies and other external organizations.”

MIR3's enterprise-grade platform was chosen for its functionality, cost, redundancy and security and for its successful deployment at several universities, as well as hundreds of Fortune 500 companies and government agencies such as the Pentagon, the Air Force and NASA.

“Emergency communications are a challenge at a university such as ours, which has widely dispersed campuses and decentralized departments with diverse

requirements,” said Maureen S. Rush, vice president for public safety, University of Pennsylvania. “We looked carefully at several solutions that would meet everyone’s needs, and only MIR3’s emergency notification platform met all our requirements.”

The University of Pennsylvania, which is comprised of three campuses, 16 schools, nearly 24,000 students, and more than 20,000 staff and faculty, cited several features that were key to the selection of the MIR3 emergency notification platform:

- Unlimited communication devices per user to support all options used by today’s technology-savvy students.
- Two-way messages for both voice and data to allow the university to track notifications and quickly determine who is safe and who needs help.
- A Message Bulletin Board feature that lets users call into a central number to obtain updates about the status of an event.
- A fully hosted, redundant system that is located at three separate centers throughout the United States.
- A unified approach for contacting parents using emergency contact data.
- Robust data protection and security features to ensure user privacy and compliance with federal regulations.
- A strong Application Program Interface (API) to automate the sharing of users’ emergency notification information with the university’s master database.

inEnterprise bridges the gap between all standard forms of communication to enable high-speed two-way communications to tens of thousands of users and devices across all modalities, including email, wireless pager, PDA, landline, mobile phone, satellite phone, TDD/TTY, fax and two-way text messaging. It can also be used for routine high-volume messaging and all-purpose broadcasting such as administrative notices to university staff, messages for coordinating

faculty and schedules, and delivering information and receiving responses from students and parents that can be monitored and reported on.

About MIR3, Inc.

MIR3 provides automated Intelligent Notification (IN) solutions for global and enterprise-wide communications and business continuity. MIR3's inEnterprise™, inAlertCenter™, inTechCenter™, inGovAlert™, inCampusAlert™, inLocalAlert™ 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. Its customers include the world's top petroleum, soft-drink bottling, and consumer goods companies, IAC Interactive (which operates 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 loaded in their MIR3 Intelligent Notification system. For more information visit www.mir3.com or contact 858-724-1248 or pr@mir3.com.