

MIR3 Releases Emergency Notification Product for Colleges and Universities

Multimodal system supports SMS, pager, cellular and landline capability

SAN DIEGO, CA – April 20, 2007 – MIR3™, the technology leader in Intelligent Notification (IN®) solutions for global enterprises, today announced a comprehensive solution for notifications in the academic environment. Included in the product is MIR3's new topic subscription capability, which allows students and staff to "opt-in" for various types of events such as weather alerts, class announcements, criminal activity warnings, and health notices.

Designed to make critical emergency and non-emergency communications of multi-national companies private, more efficient and cost effective, MIR3's Intelligent Notification v2.8 can easily handle the requirements of student and staff groups of any magnitude.

"We support numerous Fortune 50 companies on a global scale," said Dan Long, chief technology officer at MIR3. "We can bring a college campus on-line in less than a day."

MIR3's new product, inCampusAlert™, which is based on the company's enterprise-grade technology, bridges the gap between all standard forms of communication to enable high-speed two-way communications to tens of thousands of users and devices. All modalities are supported, including email, wireless pager, PDA, text messaging, landline, mobile phone, satellite phone, TDD/TTY, fax and two-way SMS. MIR3's notification capabilities can also be used for routine high-volume messaging and all-purpose broadcasting, such as administrative notices to employees, messages for coordinating staffing and schedules, and delivering important, auditable information to customers.

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™ and inLocalAlert™ 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 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.

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