

MIR3 Notification System for Colleges Passes Major Milestone

MIR3 Signs 100th Campus; Becomes Leading Emergency Notification Solution for Universities and Colleges

SAN DIEGO – Dec. 4, 2007 – [MIR3™](#), the technology leader in [Intelligent Notification \(IN®\)](#) solutions for global enterprises, today announced adoption of its notification technology by the 100th college that has signed up for service. Other campuses using the MIR3 IN platform include University of Pennsylvania, University of Chicago, University of California – San Diego, University of California – Davis, St. John’s University (N.Y.), Queens College and Kingsborough College.

This milestone demonstrates that MIR3 has become a trusted, strategic campus safety partner and highlights the value that educational institutions place on MIR3’s multimodal notification approach, which enables simultaneous use of multiple types of communication devices to alert and instruct students, staff, faculty and parents during an emergency.

Multimodal communication is particularly important within a student population. 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. Additionally, MIR3’s system is the only notification system on the market today which allows for true two-way texting, real-time reports and integrated incident management – critical features when an organization needs to quickly mobilize first-responders and officials during crises.

“With the signing of its 100th college, MIR3 has become the clear and compelling choice of universities seeking the fastest, most reliable [emergency notification](#)

system,” said Amir Moussavian, MIR3 president and CEO. “The fact that we achieved this milestone in less than twelve months solidifies our leadership role in the global notification market and validates our belief that a multimodal approach is essential for the collegiate emergency notification market.”

According to Joseph Tufano, vice president and CIO at St. John’s University, “We considered numerous notification vendors, but in the end, we chose MIR3 for its strong product offering. After a one-month implementation, we had an incident on campus during which the system played a crucial part in helping us to control this emergency situation.”

MIR3’s notification technology is also a *de facto* standard among organizations outside the education sector. Currently, eight of the top 10 Fortune 100 companies use MIR3 IN solutions, as well as the US Air Force, Homeland Security’s National Medical Response Teams, the LA County Department of Health and numerous other local and federal government agencies.

About MIR3

[MIR3](#)[™] provides automated [Intelligent Notification \(IN®\)](#) solutions for global and enterprise-wide communications and business continuity. MIR3's inEnterprise[™], inGovAlert[™], inCampusAlert[™], inTechCenter[™], inAlertCenter[™], inWebServices[™] and inConnect[™] 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 communication device across any communication medium. With its recent acquisition of [TelAlert®](#) from CalAmp Corp. (NASDAQ: CAMP), MIR3 now also offers TelAlert branded products such as TelAlert 6e systems. MIR3's nearly 5,000 customers include 100 colleges and 80 of the Fortune 100, including the world's top petroleum, soft-drink bottling and consumer goods companies, and organizations such as IAC Interactive (which operates TicketMaster and Match.com), Belkin Worldwide®, US Air Force, NASA, 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 its MIR3 Intelligent Notification system. For more information visit www.mir3.com or contact 858.724.1248 or pr@mir3.com.

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