



The > Intelligent > Notification Company™

**FOR IMMEDIATE RELEASE**

## **MIR3 Licenses Intelligent Notification Technology to Rev Interactive**

### ***Global AlertLink will utilize MIR3's Intelligent Notification as Communications Platform for Crisis Management Application***

**San Diego, California – July 12, 2005** – MIR3™, the technology leader in Intelligent Notification™ solutions, today announced that the Company has entered into an OEM partner agreement with REV Interactive, a division of Charles Ryan Associates. The agreement will enable REV's signature software, Global Alertlink, to utilize MIR3's Intelligent Notification technology as its primary communication platform. Global Alertlink is a powerful Internet-based program designed to assist with any business interpretation or event. Its proven approach assists businesses and organizations to manage unexpected occurrences.

"The partnership with Global Alertlink and integration of our respective technologies is an ideal showcase that demonstrates how powerful notification technology can be in applications where communication is a critical component," said Margi Schmidt, VP of Business Development at MIR3. "Despite the geographical location of the notification recipient, or device priority, MIR3's Intelligent Notification will allow Global Alertlink customers to send urgent messages reliably and help to resolve crises and mitigate risk to the organization."

Global Alertlink is utilizing MIR3's in™WebServices™, the industry-leading Intelligent Notification platform, to integrate notification capabilities into Global Alertlink. inWebServices is built on the XML standard, J2EE application and has a SOAP 1.2 API that is designed in a modular format to interface with any

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application. inWebServices provides the ability to send urgent notifications, via text or voice, to and from any device including landline telephone, cell phone, email, pager, Blackberry, SMS, fax and satellite phone. Its routing logic allows the notification to escalate by device, person, or team as needed. It also allows for the delivery of email attachments, which can augment the voice and text portion of the notification.

The integration of notification capabilities into Global Alertlink will allow its clients to communicate with employees and target audiences, including the media, community leaders and investors. MIR3's Intelligent Notification empowers Global Alertlink clients to mitigate risk and communicate critical information in times of crisis.

“With MIR3 as our solutions partner, our clients can instantly communicate with individuals around the world, all with the click of a button,” said Kevin Hall, president of REV Interactive. “Global Alertlink provides a full suite of tools to help organizations manage events around the globe. Our clients have instant access to anything they need for successful resolution. From instant messaging to text-to-voice communication, the addition of MIR3's Intelligent Notification rounds out the feature-set in our Global Alertlink product,” Hall said.

### **About REV Interactive**

REV Interactive is one of the leading interactive firms in the U.S. Focusing on all interactive solutions – Internet, Intranet, Extranet and multimedia – REV Interactive offers clients a complete package of communications services for the interactive mediums. To learn more about the REV Interactive services, check out the web site at [www.revinteractive.com](http://www.revinteractive.com).

### **About MIR3, Inc.**

MIR3, the Intelligent Notification company, is the technology leader in automated notification solutions for enterprise-wide communications and business continuity. MIR3's inGovAlert™, inWebServices, inEnterprise™, inAlertCenter™ and inTechCenter™ are based on a versatile, rules-based notification platform that streamlines the dissemination of time-urgent information to and from any communications device. MIR3 is a privately held company, headquartered in San Diego, California. The Company's customers include Belkin®, County of Orange - California, Cushman & Wakefield, LA County Department of Health, ImpactWeather, Inc., Homeland Security's National Medical Response Team, SunGard and XO® Interactive, Inc. The company licenses its Intelligent Notification platform to a growing network of business partners.

For more information, go to <http://www.mir3.com> or contact Lori Scribner, MIR3 public relations at 858.724.1248 or [lori.scribner@mir3.com](mailto:lori.scribner@mir3.com).

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