

Shure Chooses MIR3's inEnterprise for Company-Wide Business Continuity and Emergency Communications

San Diego, California – January 18, 2006 – MIR3™, the technology leader in Intelligent Notification™ solutions, today announced that Shure® Incorporated, a global leader in audio electronics, has contracted with MIR3 to provide notification services. Shure will utilize MIR3's inEnterprise, which works in conjunction with standard corporate databases such as LDAP, Microsoft® Active Directory®, Oracle®, Peoplesoft®, SunGard® Paragon™ and Strohl Systems® LDRPS®, and allows organizations to consolidate communications across all divisions into a single Intelligent Notification platform. The ability to integrate across divisions simplifies the deployment process and decreases the upkeep time spent on maintaining the integrity of the notification system.

inEnterprise will allow Shure's designated personnel to notify hundreds of employees simultaneously on any device, including landlines, mobile phones, pagers, PDAs and email, about weather-related office closure information, to convey company news and announcements, as well as for high-priority communications that could affect business continuity in the event of a regional or facility-related crisis.

According to Shure's Chief Information Officer, Paul Erbach, MIR3's business reputation for supplying top-notch customer and technical support, as well as the proven reliability of MIR3's Intelligent Notification technology, were the key reasons that Shure named MIR3 as its notification service provider.

"We needed a technology solution that would allow us to reach all of our associates in the event of a crisis. Of all the systems we tested, and we did test quite a few, MIR3's notification was the only one that returned a hundred percent

of the notifications successfully,” said Erbach. “It also offered more features than the other service providers which gives us the option of utilizing MIR3 in other departments and applications within Shure. That flexibility was very appealing to us.”

inEnterprise features MIR3's Enterprise Access Control (EAC™), which brings a new level of security to enterprise-wide communications. MIR3's EAC allows designated users, defined by their role and those security attributes, to send time-sensitive communications only to their defined departmental sphere of influence. It increases the level of accountability and security required of high priority communications for government, military and globally distributed organizations with stringent security policies in IT, corporate security, supply chain / logistics, human resources, and sales divisions.

“MIR3 is extremely pleased to add Shure to our growing list of customers,” said Margi Schmidt, Senior Vice President of Business Development at MIR3. “After 80 years in business, Shure has become an established, globally renowned company in the audio electronics industry. Shure is also a technology innovator that reap the benefits of our advanced notification technology to make communicating with its employees more effective and in turn, will be able to service its customer base more efficiently.”

About Shure, Inc.

Founded in 1925 as a one-man operation, Shure Incorporated is a global provider of audio electronics. Headquartered in Niles, Illinois, Shure manufactures and distributes audio processing equipment, phonograph cartridges, wireless systems, and personal monitors. Since 1925, Shure's microphones and electronics have been the tools of choice for politicians, musicians, corporations, churches and broadcasters around the world. Shure's most visible and well-known users include Grammy® winners such as India.Arie,

Nelly Furtado, 'N Sync, Christina Aguilera, Buddy Guy, Patti LaBelle, Brandy and the Dixie Chicks, among others.

About MIR3, Inc.

MIR3 is the technology leader in automated notification solutions for enterprise-wide communications and business continuity. MIR3's inWebServices™, inGovAlert™, 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 contact Shirley Gines at 858-459-6338 or sgines@mbipr.com.