

FOR IMMEDIATE RELEASE

Wireless Matrix - Milsoft Receives MultiSpeak 4.0 Interoperable Certification

HERNDON, VA – (Oct. 20, 2010) – Wireless Matrix (TSX:WRX) announced today that its FleetOutlook® GPS fleet tracking solution and Milsoft DisSPatch Outage Management System have received MultiSpeak® 4.0 Interoperable certification.

The MultiSpeak Initiative is a collaboration of the National Rural Electric Cooperative Association (NRECA), utility companies and leading utility market software vendors. Its goal is the development and application of a specification defining standardized interfaces between software applications commonly used by electric utilities. This ensures that different supplier products can interoperate without a need to develop custom interfaces.

“Customers want the ability to select from a variety of best-in-breed solutions to manage their operations,” said Michael Jakab, vice-president of sales for Wireless Matrix, “and they want them to work together seamlessly. MultiSpeak 4.0 certification for FleetOutlook gives utilities the confidence that if they are already using other MultiSpeak compliant solutions, integration with FleetOutlook can be rapidly accomplished.”

This certification on the latest version of the MultiSpeak standard ensures clear data interoperability between FleetOutlook and the DisSPatch Outage Management System (OMS) from a key Wireless Matrix utility partner, Milsoft Utility Solutions. Through this standard interface, GPS fleet tracking information from FleetOutlook is rapidly accessible by DisSPatch. This allows technician location and status to be used to coordinate outage priorities more safely and efficiently, two keys to timely service restoration.

“Having DisSPatch Outage Management operating with the Wireless Matrix FleetOutlook solution has been a fantastic marriage of technology,” said Ed Carlson, Executive Vice President for Milsoft. “The ability to readily identify and dispatch crews who are geographically close enhances restoration times and crew efficiency, as well as providing a margin of safety and crew awareness from within the dispatch center.”

“Certification under the latest version of the MultiSpeak specification is a testament to the greater ability of FleetOutlook to integrate in a standardized fashion with other leading applications,” said J. Richard Carlson, president and CEO of Wireless Matrix. “FleetOutlook provides utility companies with a superior choice for coordinating their vehicles and tapping into that data with other powerful tools to achieve mission-critical goals.”

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About Wireless Matrix:

Wireless Matrix Corporation (TSX: WRX) provides software solutions to improve service fleet delivery metrics. The company's solutions provide location intelligence for managing, measuring and monitoring service execution. Users consistently report greater on-time arrivals, increased productivity and lower total operating expenses. The Wireless Matrix solution suite includes FleetOutlook®, a web-based platform providing fleet operators complete visibility of their operations, enabled by vehicle mounted wireless data communication services. Wireless Matrix is headquartered in Herndon, Va. For more information visit www.wirelessmatrix.com.

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About Milsoft Utility Solutions:

Milsoft has provided powerful software solutions for power system professionals in over 1,000 rural electric cooperatives, municipalities, educational institutions, and consultant offices in the United States and abroad. Milsoft offers a suite of software solutions including Engineering Analysis, Outage Management, Integrated Voice Response, Geospatial Information Systems and Field Engineering to optimize utility performance and efficiency. Milsoft has developed an outstanding reputation for delivering quality products, services and support to the electric utility industry for over two decades and continues to thrive on product innovation and superior customer support. To learn more, start here: www.milsoft.com.

About MultiSpeak:

The MultiSpeak Specification is an industry-wide software standard that facilitates interoperability of diverse business and automation applications used in electric utilities. It has been developed and maintained by a collaboration of NRECA and the 60 software vendors and consultants that are members of the MultiSpeak Initiative. www.multispeak.org. To learn more, contact Tracy Warren at tracy.warren@nreca.coop.

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