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Wireless Matrix Continues Expansion In Small-to-Medium Business Market

Adds 5,400 Subscribers Year-To-Date Across a Broad Range of Service Companies

HERNDON, VA – (Oct. 18, 2011) — Wireless Matrix (TSX: WRX), a leading provider of GPS fleet tracking services, announced today that the company has tripled its Small-to-Medium Business (SMB) customer base so far in 2011, and added approximately 5,400 service subscribers in this segment.

The SMB market segment has proven to be a rapid-growth arena for the company's award-winning [FleetOutlook](#)[®] fleet tracking solution. Wireless Matrix's strategy to engage small-to-medium businesses has been an unqualified success in 2011, adding almost 200 new customers – a 205% increase over 2010, with three months remaining in the year.

The increase of 5,400 SMB subscribers includes both new customer wins and the addition of new subscribers by existing customers. It represents organic sales growth for the period of January – September 2011, and does not include any subscribers realized as a result of Wireless Matrix's recent acquisition of SkyGuard, LLC nor subscribers added in October.

Through a combination of universal tools, success management practices and targeted marketing, the company has attained high momentum among smaller service companies. The customers cross the full spectrum of the service industry, including landscaping, towing, plumbing, roofing, trucking, taxis, waste removal, medical services, mortuary, appliance and electronics recycling, pest control, local municipalities, cosmetics, masonry, publishing, maid services, party supplies and exotic vehicle transport.

But for all their differences, these companies have two commonalities: they're small businesses growing in a difficult economy, and they need to extend their operating budgets further. In FleetOutlook, they've found the tools that allow them to save fuel, improve driver efficiency, complete more work, and identify and eliminate waste in their operations.

"Our SMB market growth shows that FleetOutlook isn't just a solution for large enterprises. It's a business solution that scales to any size fleet," said J. Richard Carlson, president and CEO of Wireless Matrix. "It also indicates that the benefits of the FleetOutlook platform are completely horizontal and industry agnostic. Whether you're towing vehicles, landscaping homes or delivering a bounce castle, or activating cable service for one of nations' leading multiple system operators,

FleetOutlook lets you deliver the best results possible for your business and your customer.”

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About Wireless Matrix:

Wireless Matrix Corporation (TSX: WRX) provides GPS fleet tracking 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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