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**Wireless Matrix Deploys FleetOutlook Solution Through
Regional Contracting Organization**

Negotiated Solution Package Made Available to All Member Companies

HERNDON, VA – (Oct. 6, 2011) — Wireless Matrix (TSX: WRX), a leading provider of GPS fleet tracking services, announced today that it has deployed its award-winning [FleetOutlook®](#) vehicle tracking solution with the first member company of a regional contracting organization.

The company, a services firm in the mid-Atlantic region, will deploy a combination of the FleetOutlook Silver and Platinum editions on its 200-vehicle fleet. FleetOutlook will provide the company with enhanced driver coordination and increased vehicle productivity throughout its service area, supported by Wireless Matrix's dynamic customer Success Management infrastructure.

The customer win is the first under a FleetOutlook offering that was negotiated with and enacted through a regional contracting organization. This offering provides a uniform FleetOutlook package and pricing to all the organization's member companies, which in total have over 1,400 technicians.

"FleetOutlook's various software editions offer the flexibility that makes it a natural fit for contractors operating on a lean budget," said J. Richard Carlson, president and CEO of Wireless Matrix. "Providing a negotiated GPS service offering to membership organizations makes it easy for services firms to take advantage of the operational benefits gained through deploying our solution."

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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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