



Wireless Matrix and GeoNav Celebrate First Joint Customer

Victory Electric Cooperative to Deploy Joint Solution on 26 Vehicles

Herndon, VA – (Dec. 23, 2009) – Days after formalizing their partnership, Wireless Matrix (TSX: WRX) and GeoNav Group International announced today their first joint customer, The Victory Electric Cooperative Association, Inc. based out of Dodge City, Kan. Serving Southwestern Kansas, the rural electric cooperative will deploy a Wireless Matrix solution across its service fleet of 43 vehicles, including 26 vehicles which will receive a joint Wireless Matrix, GeoNav solution.

The joint solution combines [TechConnect™](#), Wireless Matrix's in-cab navigation and messaging solution for [FleetOutlook®](#), with GeoNav's [Utility Navigator](#), which augments the native data in a Garmin Personal Navigation Device (PND) with custom distribution infrastructure data from a utility company. By adding this custom information, GeoNav enables utility companies to accurately display its poles, meters, transformers and other infrastructure data on a Garmin PND.

"Utility companies like Victory Electric expect and demand more from their mobile resource management providers than dots on a map," said J. Richard Carlson, president and CEO of Wireless Matrix. "Our solution has become an integral part of their day-to-day operations and by partnering with GeoNav, together we can provide valuable data to the utility marketplace, enabling them to better operate and drive bottom-line results."

Combining the GIS overlay information from Utility Navigator with TechConnect, Victory Electric Cooperative will be able to dispatch and route technicians directly to its distribution assets. Dispatchers will be able to search for the nearest vehicle to a specific distribution asset, assign a work order to that technician and, using the native Garmin navigation functionality, provide the technician turn-by-turn directions to the asset. TechConnect will also improve Victory Electric Cooperative's productivity by providing real-time, two-way messaging between technicians and dispatchers.

"We are very pleased to be partnering with Wireless Matrix," said Guner Gardenhire, president of GeoNav Group International, Inc. "Their quality products and service have established them as the leaders in AVL solutions. The combination of GeoNav's custom utility data solutions combined with Wireless Matrix's fleet management solutions all integrated on Garmin PNDs has proven to be an invaluable tool for all utilities managing distributed infrastructure. Solidifying this relationship enables us to further develop synergistic tools to better enable customers like Victory Electric to meet their operational needs in the most economical and efficient ways possible."

In addition to TechConnect, Victory Electric Cooperative will be deploying FleetOutlook, including its newest module [Vehicle Maintenance](#), across its service fleet of 43 vehicles. Adding Vehicle Maintenance will enable Victory Electric Cooperative to easily administer and track the maintenance of its mobile assets within FleetOutlook, reduce the costs of unscheduled maintenance and maximize the lifespan of its vehicles. Wireless Matrix will also be integrating FleetOutlook's

location-based data with Victory Electric Cooperative's outage management provider, [NISC](#). By combining all three systems, Victory Electric Cooperative will build a robust solution that enables a faster, more efficient response to outages and better management of its mobile resources.

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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, and has offices in San Francisco and Burnaby, British Columbia. For more information visit www.wirelessmatrix.com.

About GeoNav Group International, Inc.:

GeoNav Group International, Inc., is a veteran- and employee-owned corporation specializing in Geographic Information Systems (GIS) software and hardware integration and implementation. GeoNav currently has offices in Durango, Colo., and Great Falls, Mont. With over 40 years of combined utility GIS experience, GeoNav's staff has worked with over 100 small utility companies implementing GIS and GPS technologies. For more information, call 877-943-6628 or visit www.geonavgroup.com.

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