



FOR IMMEDIATE RELEASE

10/7/10

**Wireless Matrix Executive to Share Best Practices at
Bootcamp for Growing Companies and Entrepreneurs**

HERNDON, VA – (Oct. 7, 2010) – Wireless Matrix Corporation (TSX:WRX) announced today that Michael Jakab, the company's vice president of sales, will participate in the 7th Annual Bootcamp For Growing Companies and Entrepreneurs on Oct. 15, 2010, at the McLean Hilton in Tysons Corner, VA.

The event brings together executive-level leaders from over 40 companies who will share their industry best practices and insights with small business owners, executives from start-ups and young companies, and other aspiring business entrepreneurs and innovators. Jakab will lend his 22 years of sales and executive management experience to the panel discussion, "Sales and Marketing Strategies for Growing Companies."

The event is hosted by the Business Alliance for Innovation and Entrepreneurship and is open to the public.

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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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