



FOR IMMEDIATE RELEASE

11/30/2010

**Wireless Matrix Announces Multi-Year
Freight Customer Agreement**

Customer to Deploy FleetOutlook on 150 Vehicles

HERNDON, VA – (Nov. 30, 2010) – Wireless Matrix Corporation (TSX:WRX) announced today that it has signed a multi-year service agreement to provide its [FleetOutlook® GPS fleet tracking](#) solution to a California-based freight trucking company.

Under the agreement, Wireless Matrix adds a total of 150 application subscribers to its subscriber base.

The customer, a provider of local freight services is deploying the [FleetOutlook Gold](#) Edition with Garmin integration for real-time two-way messaging between dispatchers and drivers. FleetOutlook will allow them to improve service response levels, decrease operational costs and enable their dispatchers to work more efficiently with field resources.

The agreement is the result of Wireless Matrix's partnership with Verizon Wireless, one of several GPS fleet tracking engagements the companies are jointly pursuing.

"Agreements such as this one provide added depth to our subscriber base and illustrate the faith customers place in Wireless Matrix's ability to drive bottom line results," said J. Richard Carlson, president and CEO of Wireless Matrix. "Leveraging our partnerships with other industry heavyweights such as Verizon Wireless continues to open new verticals such as the trucking industry to the value of our solution."

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.

Contacts:

Investor Relations:

Maria C. Izurieta
Wireless Matrix
(703) 262-4020
maria.izurieta@wirelessmatrix.com

Sales:

Michael Jakab

Wireless Matrix

(703) 262-4086

mike.jakab@wirelessmatrix.com

Marketing:

Mark Freeman

Wireless Matrix

(703) 262-4024

mark.freeman@wirelessmatrix.com