



**FOR IMMEDIATE RELEASE**

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**Wireless Matrix Announces Three Editions of  
FleetOutlook Service**

*Choice of Packages and Services Offered for  
GPS Fleet Tracking Needs*

HERNDON, VA – (Nov. 9, 2010) – Wireless Matrix Corporation (TSX:WRX) announced today that its FleetOutlook® GPS fleet tracking solution is now available to customers in three different editions.

The FleetOutlook Silver edition provides basic GPS fleet tracking, including vehicle tracking and route history, vehicle maintenance scheduling, landmarks, customizable alerts and configurable reporting. It supports a GPS data feed to other applications and 24x7x365 U.S.-based support.

The other two editions, designated Gold and Platinum, are progressive and bundle additional services and features with the preceding edition's functionality. Building upon the Silver edition, the Gold edition adds TechConnect™ integration with Garmin Personal Navigation Devices, two-way text messaging and real-time metrics displayed on a configurable dashboard. The Platinum edition includes all of the Gold edition features and adds TechDirect™ workforce management functionality, including graphical mapping of work orders, comparison to schedule and integration with customer third-party applications.

Creating three distinct service packages allows Wireless Matrix to provide the appropriate solution to a customer's business challenges. The FleetOutlook suite of products can easily scale up or down to meet the needs of any fleet operator, regardless of fleet size.

"By providing three editions of FleetOutlook, Wireless Matrix addresses a key need among fleet managers," said J. Richard Carlson, president and CEO of Wireless Matrix. "Operators of small fleets don't want to pay for functionality they don't use. This solution gives every fleet manager, from small operations to national enterprises, a level of service that addresses their needs, with additional room to grow as their business does."

For more information about the new editions of FleetOutlook, visit [www.wirelessmatrix.com/gps-fleet-tracking/fleetoutlook-editions](http://www.wirelessmatrix.com/gps-fleet-tracking/fleetoutlook-editions)

**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](http://www.wirelessmatrix.com).

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