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Wireless Matrix Expands Presence in Small-to-Medium Business Fleets

Potential for Significant New Industries and Untapped Markets for FleetOutlook Services

HERNDON, VA – (June 10, 2010) – [FleetOutlook®](#) isn't just for juggernaut-sized fleets. That was the message Wireless Matrix Corporation (TSX:WRX) sent today when it announced an expansion of the company's presence in the small-to-medium business (SMB) market.

Widely regarded and utilized for its enterprise-class fleet management solutions and services, Wireless Matrix has begun to actively engage fleet operators in the small-to-medium business segment to extend the applicability of FleetOutlook and its advanced modules for two-way messaging ([TechConnect™](#)) and work order tracking ([TechDirect™](#)) to smaller companies. As a result of this initial market foray, 500 application and communication subscribers have been realized, with the potential for add-on orders.

"SMB fleets have the same productivity challenges and operating cost pressures as enterprise fleets," said Adam Wegel, vice president of products and marketing for Wireless Matrix. "These smaller fleets have been approaching us with increasing frequency asking whether our enterprise-grade, Cloud-based fleet management solution can be extended to their fleets. We believe that SMB fleets deserve the same level of performance and functionality as our large enterprise customers, and we have therefore expanded our efforts to serve this important market."

The SMB market offers some of the greatest growth potential for automatic vehicle location (AVL) service providers. A 2009 market study of Mobile Resource Management systems by C.J. Driscoll & Associates reported that U.S. commercial fleets of fewer than 500 vehicles accounted for 4.5 million fleet vehicles, with over 3.4 million grouped in fleets of 5-14 vehicles in size.

The customer wins also represent steps into industry verticals beyond Wireless Matrix's traditional customer base. While the company's solutions already provide demonstrable value to the utility and cable markets, these new deployments add Wireless Matrix solutions to vehicles serving State and Local governments, transportation, manufacturing, construction and service industries ranging from food providers to vehicle parts dealers – all valuable potential avenues of growth for the company.

"These small-to-medium business wins validate that new and untapped markets exist for FleetOutlook, where we can demonstrate bottom-line value of our solutions, regardless of company size," said J. Richard Carlson, president and CEO of Wireless Matrix. "The potential subscriber yield of the SMB market warrants a more aggressive approach to identifying and winning these opportunities."

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.

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