



FOR IMMEDIATE RELEASE

Wireless Matrix Extends Pay Television Market Penetration

*Add-On Orders, New Service Deployments Power
FleetOutlook Growth in Key Vertical*

HERNDON, VA – (August 17, 2010) – Wireless Matrix continues to expand its presence in the strategic pay television service market, with additional existing customer deployments and new customer wins, the company announced today.

Now in its second year of service with Wireless Matrix, a key pay television industry customer has extended its deployment with the addition of 200 units for use by its service fleet. This customer utilizes Wireless Matrix's FleetOutlook® and TechConnect™ products as part of its daily fleet operations, providing real-time vehicle location, status and two-way communications between dispatchers and vehicles that drive greater efficiency.

In addition to this service expansion, one of this existing customer's installation partners has signed its own deployment agreement with Wireless Matrix. The company, a regional service provider based in the Pacific Northwest, is deploying FleetOutlook in its fleet service vehicles. It will employ FleetOutlook as part of an effort to increase technician productivity while reducing fleet expenses through idle reduction and other means.

This is the second installation partner of the pay television industry customer to sign its own service agreement with Wireless Matrix. The first, which deploys FleetOutlook service with a data feed, initiated service with Wireless Matrix earlier this year.

"The addition of these customer partners as new accounts illustrates the organic growth potential of our pipeline," said J. Richard Carlson, president and CEO of Wireless Matrix. "There's a vast opportunity to expand our pay television market reach, as companies adjacent to our customers witness the tangible value FleetOutlook delivers to their operations every day."

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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