



FOR IMMEDIATE RELEASE

**Wireless Matrix Announces Details of First Quarter
Fiscal Year 2011 Results Conference Call**

HERNDON, VA – (Aug. 31, 2010) – Wireless Matrix Corporation (TSX: WRX) announced today that it intends to release its first quarter fiscal year 2011 results at approximately 8:00 a.m. ET on Tuesday, September 14, 2010 and has scheduled a conference call to begin at 10:00 a.m. ET on Tuesday, September 14, 2010.

The conference call dial-in number is 800.926.4425. A replay of the conference call will be available on the Company's website subsequent to the call at www.wirelessmatrix.com or by dialing 800.558.5253 (code#21480399), until 11:59 p.m. ET on September 16, 2010.

###

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.

Contacts:

Investor Relations

Maria C. Izurieta
Wireless Matrix
(703) 262-4020

maria.izurieta@wirelessmatrix.com

Jeff Codispodi or Craig Armitage
The Equicom Group

416-815-0700 ext 261 or 278

jcodispodi@equicomgroup.com or

carmitage@equicomgroup.com

This release is for information purposes only and does not constitute and should not be construed in any way as an offer to sell or a solicitation of an offer to purchase any of the securities of any of the companies mentioned herein. Wireless Matrix cautions investors that any forward-looking statements made are not guarantees of future performance and that actual results may differ materially from those in the forward-looking statements. All trade names and trademarks used herein are the property of their respective owners.

The Toronto Stock Exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of this release.