



FOR IMMEDIATE RELEASE

**Wireless Matrix To Present At
Canaccord Genuity Global Growth Conference**

HERNDON, VA – (Aug. 9, 2010) – Wireless Matrix, the leading provider of GPS vehicle tracking and service chain performance management solutions, today announced that Maria Izurieta, CFO, will present the Wireless Matrix story at the 30th Annual Canaccord Genuity Global Growth Conference at the InterContinental Hotel in Boston, Massachusetts. Wireless Matrix’s presentation will take place on Wednesday, Aug. 11, at 1 p.m. ET.

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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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