



**FOR IMMEDIATE RELEASE**

**For Wireless Matrix, Customer Success Management  
is a Differentiator**

***Implementation Reviews, Post-Sale Activities  
Secure Greater Results from Customers' FleetOutlook Deployments***

HERNDON, VA – (Sep. 8, 2010) – Adapting to the fluid needs of GPS fleet tracking customers requires more than product how-to knowledge and a 24x7 customer care hotline. For Wireless Matrix (TSX:WRX), it means nimbleness both in delivering the solution and in responding to customer needs as they emerge over the course of utilizing the solution.

For the company, working with the customer after the sale to realize the hard dollar returns it expects on service deployments is a critical differentiator in the marketplace. Customer feedback received by the company as part of this effort highlights the absence in the fleet tracking space of adequate post sales support.

"It's troubling how often you hear about fleet managers who purchase GPS tracking for their fleets and then can't get support for their deployments or afterwards, as their business needs change," said John Croce, senior manager of operations Wireless Matrix. "Wireless Matrix recognizes that implementing a fleet tracking solution the right way means being hands-on with the customer throughout the deployment process. It also means soliciting and listening to customer feedback on what's working, what isn't, and how parameters can be finely tuned to specific customer business needs."

Croce spearheads company efforts to ensure that customers receive superior support both during the implementation process and after deployment begins. Implementation of the [FleetOutlook®](#) solution is governed by a documented series of steps in which both Wireless Matrix and its customers are in continual communication. This process ensures accuracy and completeness in the set-up, installation activation of the solution.

Similar attention is given to the customer's experiences as it uses the solution under real-world conditions. This actual experience is used to identify ways the individual customer solution can be refined to address its business goals. It also provides Wireless Matrix with greater insight into new features and functionality that can be developed for wide release to the entire FleetOutlook user community.

"To meet revised company goals, we needed to change the way we captured specific data about fleet performance," said Randall Wells, director of technical operations for Time Warner Cable's NEO/WPA Division. "We consulted with Wireless Matrix, and they were able to implement a complete restructure of our vehicle groups to more effectively capture the data we needed."

"A customer is more than a signature on a contract. Every customer engagement is a relationship that requires an ongoing dialogue in order to be successful," said J. Richard Carlson, president and CEO of Wireless Matrix. "The development of post-sales success management uniquely positions us to provide ongoing customer satisfaction and an agile platform for addressing customer needs as they evolve."

**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<sup>®</sup>, 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](http://www.wirelessmatrix.com).

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