



## P R E S S   R E L E A S E

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FOR IMMEDIATE RELEASE:

### CENTERS FOR DISEASE CONTROL CHOOSES MIR3 GLOBAL COMMUNICATION PLATFORM *CDC will use MIR3 for communicating health alerts to health providers, officials and staff worldwide*

October 14, 2009 – SAN DIEGO, CA – MIR3, Inc., the pioneering innovator of real-time universal notification and response technology for the enterprise, announced today that Centers for Disease Control and Prevention (CDC), a United States federal agency under the Department of Health and Human Services based in Atlanta, Georgia, has selected MIR3's hosted platform for its global health alerting needs. MIR3's inEnterprise™ Intelligent Notification and Response platform will enable CDC to rapidly and reliably send mass notifications to its worldwide workforce and to a collaborative network of state and city health agencies, hospitals, laboratories, clinics and other organizations to help avert preventable disease, injury and death whenever there are events which pose a threat to public health. Such events include pandemics like H1N1 “swine flu,” environmental emergencies and natural disasters. The MIR3 system also allows CDC to receive immediate, direct response from all those notified with multiple options, and the added ability to connect directly to CDC's crisis team via conference call. These capabilities will enable CDC to streamline its communications with various agencies and partners.

As part of a broad effort begun in 2003 to improve emergency preparedness, CDC and its partner organizations identified the need for faster, more reliable and more secure communications capability as well as better exchange of information between systems. This led to the establishment of more rigorous standards and technical requirements for public health alerting. To meet these standards, CDC evaluated available solutions to bolster its core alerting capabilities. Requirements included the ability to alert over many communication channels (web, email, phone, pager, fax, text message), to verify the identity of recipients before delivering sensitive information, and to capture responses from recipients (e.g. “message acknowledged”). CDC also had particular architectural and business requirements. Since it runs several disparate systems that independently issue alerts, CDC required an alerting service that could be integrated with these systems through a straightforward programming interface (MIR3's inWebServices™ API), rather than a closed turn-key application. To stay flexible in a volatile technology market, CDC preferred a lightweight vendor-hosted solution (SaaS) over a long-term investment in telephonic equipment and other hardware. And, under constant pressure to better leverage its IT budget, CDC was very interested in the potential of voice over IP (VOIP) to greatly reduce per-transaction cost. After putting the MIR3 system through a rigorous trial, CDC chose this system as the most viable solution to meet CDC's requirements, concluding that MIR3's technology will provide a much higher level of alerting capability than was available before while lowering operational cost.

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“We're honored to have been selected by CDC to power its urgent notifications,” said Rene Grossrieder, Vice President, Corporate Development for MIR3. “Providing the communication infrastructure for the national health alerting system is an important validation of our mission to provide the most capable, reliable technology enabling rapid, two-way communication on a global scale. MIR3 is proud to serve CDC in its efforts to safeguard public health.”

**About MIR3, Inc.**

MIR3, Inc. is the pioneering innovator of enterprise-grade software technology powering real-time voice and text notification to populations of all sizes, anywhere in the world, on a wide variety of communication devices, with the ability for recipients to provide an immediate, meaningful response. This capability enables huge gains in organizational productivity and operational efficiency, and plays a critical role in safeguarding lives and property when disaster strikes. MIR3's technology is used by over 80 of the Fortune 100, as well as governments, universities, and companies of all sizes and industries in over 130 countries, facilitating enterprise operations, IT service management and crisis management. The company was ranked 299<sup>th</sup> in the 2009 Inc. 500, recognizing nearly 800% revenue growth from 2005 to 2008. San Diego-based MIR3 started business in 1999. More information about MIR3 can be found at [www.MIR3.com](http://www.MIR3.com).

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