



NEWS RELEASE

CalAmp Announces Acceptance Into EMC Smarts Technology Alliances Program

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OXNARD, Calif.--(BUSINESS WIRE)--July 12, 2005--CalAmp Corporation (Nasdaq:CAMP) today announced its acceptance into the EMC Smarts Technology Alliances Program. CalAmp's TelAlert solution is one of the first enterprise automated notification solutions now available under the Smarts Alliances program.

When coupled with Smarts, the TelAlert urgent notification and remote problem resolution system gives users wide-ranging access to information concerning the health of their business-critical networks, systems and applications -- from virtually any type of communications device. Because TelAlert provides two-way notification and response, technicians can effectively respond to Smarts technology events, remotely resolving problems that have the most impact on business. More than a paging system, customers can initiate sophisticated interactions with the back office, allowing diagnostic action, record updating and message retrieval.

"To remain competitive, companies demand maximum uptime from their mission-critical networks, systems and core applications," said Chris Gahagan, Senior Vice President, EMC Software. "For this reason, immediate access to information regarding the health of these core resources is essential. By combining the automated intelligence of EMC Smarts with the immediacy of TelAlert, our customers will continue to have the highest levels of confidence that their core systems are always available and reliable."

Under the alliances program, TelAlert customers can now leverage the Smarts analysis and impact assessment engine to tell them -- automatically and in real time -- how infrastructure problems impact services and customers. Taking a service-centric approach, EMC Smarts software lets customers know exactly what they need to fix to keep business services running. The solution's common information model and correlation engine automatically reveal the connections between the most fundamental network elements and the applications, services and customers

they support.

"At CalAmp, we are empowering customers with access to business-critical information anytime, anywhere," said Steve L'Heureux, President of CalAmp's Solutions Group. "That's why our participation with EMC Smarts is so compelling. By marrying real-time monitoring and analysis with urgent messaging, our customers gain the added level of assurance that appropriate measures are in place to minimize damage from downtime to their IT infrastructures. The end results are enhanced business operations, a dramatic reduction in our customers' cost of ownership for IT systems and the added confidence that service level agreements are being met."

About CalAmp Corp.

CalAmp is a provider of wireless products, engineering services and software that enable anytime/anywhere access to critical information, data and entertainment content. With comprehensive capabilities ranging from product design and development through volume production, CalAmp delivers cost-effective high quality solutions to a broad array of customers and end markets. The Company provides wireless connectivity solutions for the direct broadcast satellite (DBS) industry, telemetry and asset tracking markets, healthcare industry, enterprise-class wireless fidelity, or Wi-Fi, networks, and digital multimedia delivery applications.

CONTACT: CalAmp Corp.

Russell Bell, 858-947-1820

rbell@calamp.com

or

Rick Vitelle, 805-987-9000, x8249 (Investor Contact)

rvitelle@calamp.com

SOURCE: CalAmp Corp.