



NEWS RELEASE

CalAmp Announces Additions to Senior Management Team

8/5/2008

OXNARD, Calif.--(BUSINESS WIRE)--Aug. 5, 2008--CalAmp Corp. (Nasdaq: CAMP), a leading provider of wireless products, services and solutions, today announced the appointments of Neil Friedlander as the Company's new Vice President of Operations, and Gary Sonnier as the new Vice President and General Manager of CalAmp's Public Safety Mobile (PSM) business. Messrs. Friedlander and Sonnier will report to CalAmp's Chief Operating Officer, Michael Burdiek.

In his new role as Vice President of Operations, Mr. Friedlander will be based at CalAmp's principal operating facility in Oxnard, California, and have responsibility for the Company's manufacturing operations on a global basis. Mr. Friedlander assumes this position from Robert Hannah, who held the position on an interim basis after having recently been appointed Senior Vice President and General Manager of the Company's Satellite Products business unit.

As Vice President and General Manager of CalAmp's PSM business, Mr. Sonnier will oversee the Company's facilities in Montreal and Atlanta and will have overall responsibilities for managing and expanding this business unit. Mr. Sonnier assumes the position from Gilles Bazinet, who has held the role since earlier this year on an interim basis.

"I am very pleased to announce the appointments of Neil Friedlander and Gary Sonnier as key members of our senior leadership team," commented Michael Burdiek, CalAmp's Chief Operating Officer. "Both Neil and Gary are excellent leaders and are technically astute. They both have strong track-records in helping to enhance operational efficiencies resulting in improved financial performance of high-technology companies. Most importantly, Neil and Gary bring strong financial discipline to their positions and will have key roles in helping to achieve our top priority of returning CalAmp to profitability. I look forward to working with Neil and Gary as we execute on our initiatives to

achieve long-term profitable growth for CalAmp."

Mr. Friedlander has 25 years experience in manufacturing operations, most recently with the industrial conglomerate Danaher Corporation, where he was Vice President of Operations for Motion Control Systems. Prior to this, Mr. Friedlander held the position of Director of Operations with Flextronics International. Earlier in his career, he held various manufacturing engineering and operations management positions in the aerospace and computer industries with companies such as Loral, AST Research and Hughes Electronics. Neil holds a Bachelor of Science Degree in Industrial Engineering from California State Polytechnic University, Pomona and an MBA from the University of California, Irvine.

Prior to joining CalAmp, Mr. Sonnier was Vice President of Product Management for EarthLink and was responsible for managing that company's Internet Service Provider business supporting five million customers. Prior to EarthLink, Mr. Sonnier held senior management positions at Motorola, Philips, AT&T, Lucent, Bell Laboratories, and several technology startups in the wireless and Internet industries. He holds an MSEE from Stanford and an MBA from the University of Denver.

About CalAmp Corp.

CalAmp provides wireless communications solutions that enable anytime/anywhere access to critical data and content. The Company serves customers in the public safety, industrial monitoring and controls, mobile resource management, public utilities and direct broadcast satellite markets. The Company's products are marketed under the CalAmp, Dataradio, SmartLink, Aercept, LandCell and Omega trade names. For additional information, please visit www.calamp.com.

Forward-Looking Statements

Statements in this press release that are not historical in nature are forward-looking statements that involve known and unknown risks and uncertainties. Words such as "may," "will," "expect," "intend," "plan," "believe," "seek," "could," "estimate," "judgment," "targeting," "should," "anticipate," "goal" and variations of these words and similar expressions, are intended to identify forward-looking statements. Actual results could differ materially from those implied by such forward-looking statements. Although the Company believes the expectations reflected in such forward-looking statements are based upon reasonable assumptions, it can give no assurance that its expectations will be attained. The Company undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

CONTACT: CalAmp Corp.

Rick Vitelle, Chief Financial Officer

805-987-9000

or

Financial Relations Board:

General Information

Lasse Glassen, 213-486-6546

lglassen@frbir.com

SOURCE: CalAmp Corp.