



NEWS RELEASE

CalAmp Announces Commercial Shipments of Custom Wireless Telemetry Device to iTMP for Fitness Applications Utilizing Apple's iPhone(TM)

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OXNARD, Calif.--(BUSINESS WIRE)-- CalAmp Corp. (NASDAQ: CAMP), a leading provider of wireless products, services and solutions, today announced it has begun commercial shipments of SMHEART LINK™, a new wireless telemetry device for use in health and fitness applications, to iTMP Technology, Inc.

SMHEART LINK is a wireless bridge that collects and wirelessly transfers data from a variety of health and fitness sensors such as heart rate monitors, cycling speed, cadence and power sensors to Apple's iPhone and iPod® touch. It is available for purchase at www.SMHEARTLINK.com.

Designed in collaboration with iTMP and manufactured by CalAmp, SMHEART LINK is a highly integrated system compatible with IEEE 802.11 b/g (Wireless LAN) and two leading proprietary wireless sensor technologies popular in the fitness and cycling industries. It is capable of receiving data from up to five sensors simultaneously, and is compatible with popular brands of heart rate sensors and cycling computers. SMHEART LINK has a small form factor of approximately 3.5" x 1.5" x 0.5" and includes a high capacity, rechargeable lithium ion battery to support hours of workouts in the gym or outdoors.

SMHEART LINK seamlessly transforms smartphones into fitness metrics monitors and brings the popular iPhone user experience to millions of exercise enthusiasts who have invested in fitness sensors. It utilizes iTMP's suite of fitness applications, including the iRPM+™ now available on the iPhone App Store and the soon to be released iNewLeaf and iSPINNING. Because SMHEART LINK directly exchanges data with the smartphone, a separate wireless access point is not used, overcoming a typical limitation for those exercising outdoors.

"CalAmp's reputation as a dependable high-volume supplier and proven track record of delivering high-quality wireless products make it the perfect design and manufacturing partner for iTMP," said Michael Williams, founder and CEO of iTMP Technology, Inc. "I look forward to a long and mutually profitable relationship as we capitalize on the large and growing market for fitness and health metrics monitoring."

"We are excited to support iTMP's vision of revolutionizing the world of fitness and health metrics monitoring," said Garo Sarkissian, CalAmp's Vice President of Corporate Development. "SMHEART LINK is an innovative product that can benefit not just the serious or competitive athlete, but anyone who engages in regular aerobic exercise."

SMHEART LINK and iRPM+ are trademarks of iTMP Technology, Inc. Apple and iPod are trademarks of Apple Inc., registered in the U.S. and other countries. iPhone is a trademark of Apple Inc. All other trademarks are the property of their respective owners.

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, and direct broadcast satellite markets. The Company's products are marketed under the CalAmp, Dataradio, SmartLink, Aercept, LandCell and Omega trade names. For more information, please visit www.calamp.com.

About iTMP Technology, Inc. (iTMP)

iTMP Technology, Inc. was founded in Santa Barbara, California, to revolutionize the world of fitness and health metrics monitoring. iTMP has partnered with fitness industry leaders to bring cardiovascular training and cycling metrics to the iPhone and iPod computing platforms. With iTMP's SMHEART LINK wireless bridge, athletes can track their cardio workouts anywhere. For more information about iTMP Technology, Inc., visit www.SMHEARTLINK.com.

Forward-Looking Statement

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. These forward-looking statements reflect the Company's current views with respect to future events and financial performance and are subject to certain risks and uncertainties. Actual results could differ materially from those implied by such forward-looking statements.

Although CalAmp 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. CalAmp undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

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