



NEWS RELEASE

## CalAmp Announces Four New Mobile Resource Management Products

3/23/2010

LAS VEGAS, NV, Mar 23, 2010 (MARKETWIRE via COMTEX) -- CalAmp Corp. (NASDAQ: CAMP), a leading provider of wireless communication solutions, announced today at the CTIA Wireless Show in Las Vegas the addition of four new products to expand its portfolio for Mobile Resource Management (MRM) applications. These new products are designed to support CalAmp customers with next generation solutions for local fleet management, vehicle finance, stolen vehicle recovery and remote start applications.

CalAmp's new Location Messaging Units (LMU) and Remote Messaging Units (RMU) products provide global positioning satellite (GPS) and cellular-based wireless asset tracking capabilities for 12-volt and 24-volt vehicles. Each product employs CalAmp's industry pioneering PEG(TM) (Programmable Event Generator) and PULS(TM) (Programming, Update and Logistics System), which were first introduced in the late 1990s and have evolved into the leading on-board alert engine and over-the-air device management and maintenance application, respectively. In addition, the new products feature an integrated wireless antenna designed to deliver unrivaled performance and expand installation flexibility. These new products include the following:

- The LMU-4200 and LMU-2600 are next generation products for the fleet management market segment. The new LMU-4200 flagship product delivers increased flexibility and expandability and includes a comprehensive I/O system, expandable accessory options, and full set of features to build on CalAmp's leadership position. The new LMU-2600 includes fleet management features in an easy install package. Its highly sensitive GPS receiver and internal antenna design enable the device to be quickly mounted virtually anywhere on the vehicle to reduce installation costs. Both the LMU-4200 and LMU-2600 have a built-in 3D accelerometer for detection of hard braking, hard acceleration and collision events.

-- The LMU-700 and RMU-900 are new products utilizing GSM/GPRS cellular technology for the vehicle finance collateral tracking and stolen vehicle recovery market segments. These products set a new standard in customer value. The LMU-700 features easy, covert installation and three I/O ports while the RMU-900 has 3D motion sensors and four I/O ports.

"Our new products significantly enhance CalAmp's MRM product portfolio," said Greg Gower, Vice President and General Manager of CalAmp's MRM business. "In today's competitive marketplace, our customers rely on our MRM products to minimize risks associated with vehicle investment, improve efficiency and reduce overall transportation costs. CalAmp's products continue to set the industry standard in performance and value for a wide range of solutions in MRM applications."

For more information about CalAmp products and services, please visit booth #147 in the M2M Zone Pavilion at the Las Vegas Convention Center during CTIA, March 22-25, 2010 or visit: [www.calamp.com](http://www.calamp.com).

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. For more information, please visit [www.calamp.com](http://www.calamp.com).

Contact:

Garo Sarkissian  
VP Corporate Development  
(805) 987-9000

Lasse Glassen  
General Information  
Email Contact  
(213) 486-6546

SOURCE: CalAmp Corp.

<http://www2.marketwire.com/mw/emailprcntct?id=3BE04B6DC068A165>