



NEWS RELEASE

CalAmp Announces Three New Wireless Devices for Mobile Resource Management

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Expands Product Portfolio and Capabilities to Meet New International Customer Requirements

OXNARD, CA--(Marketwire - May 9, 2012) - CalAmp Corp. (NASDAQ : CAMP), a leading provider of wireless products, services and solutions, announced today that it is introducing three new GPRS wireless communications products for Mobile Resource Management (MRM) applications at the CTIA Wireless Conference and Exhibition in New Orleans. These products enable CalAmp to meet international market requirements. These new products are designed to provide market-leading price and performance levels for customers in South Africa, South America and India addressing local fleet management, insurance, trailer tracking and stolen vehicle recovery verticals.

These new additions to CalAmp's MRM product portfolio include:

- LMU-600 - inconspicuously installed, high value product targeted for the track-and-trace and stolen vehicle recovery markets. The LMU-600 comes equipped with a fixed harness, optional 200 mAh back up battery and up to 2 I/O ports.
- LMU-1175 - moisture-resistant product for motorcycle, recreational vehicle and trailer tracking markets. The LMU-1175 comes equipped with a fixed harness, 1000 mAh back up battery, a built-in 16G accelerometer, 3 fixed biased I/O ports, and 1-wire bus.
- LMU-2100 - inconspicuously installed product for the fleet management and insurance market segment. The LMU-2200 comes equipped with a fixed harness, a built-in 16G accelerometer, multiplexed serial port and 3 I/O ports. This product comes equipped with the latest low power 16G force accelerometer capable of measuring hard braking, hard acceleration and collision events for driver behavior and safety applications.

CalAmp's new Location Messaging Unit (LMU) products provide global positioning satellite (GPS) tracking and

cellular-based wireless communications capabilities for monitoring and tracking 12-volt and 24-volt vehicles. The new products are equipped with CalAmp's pioneering PEG™ (Programmable Event Generator) and PULS™ (Programming, Update and Logistics System), the company's industry-leading on-board alert engine and over-the-air device management and maintenance application, respectively. The new products also feature an integrated wireless antenna designed to deliver unrivaled performance and expand installation flexibility.

"At CalAmp, we are experiencing significant interest in our wide range of MRM value-based products in a growing number of countries we have not previously served," said Greg Gower, Senior Vice President and General Manager of CalAmp's MRM business. "Our latest wireless data communications products are being launched to meet specific international requests in South Africa, South America and India. We look forward to continued interest and expansion across the globe."

CTIA Wireless Conference and Exhibition

The International CTIA WIRELESS® 2012 show will take place May 8 - 10 in New Orleans, Louisiana at the Ernest N. Morial Convention Center. The CTIA show is the premier mobile industry event representing a vibrant \$1 trillion global marketplace.

About CalAmp

CalAmp develops and markets wireless communications solutions that deliver data, voice and video for critical networked communications and other applications. The Company's two business segments are Wireless DataCom, which serves commercial, industrial and government customers, and Satellite, which focuses on the North American Direct Broadcast Satellite market. For more information, please visit <http://www.calamp.com/>.

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