



NEWS RELEASE

CalAmp Begins Production Shipments of Next Generation Device to Power RAC's Advanced Telematics Services

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CalAmp Is First-to-Market With Innovative New Product That Enables RAC's Advance Telematics Initiative to Deliver Enhanced Safety, Maintenance and Roadside Assistance Services in the UK

OXNARD, CA -- (Marketwired) -- 08/26/13 -- **CalAmp Corp.** (NASDAQ: CAMP), a leading provider of wireless products, services and solutions, announced today that it has begun volume shipments of an innovative new telematics device to United Kingdom-based RAC Motoring Services. The CalAmp LMU-3050 telematics device is a product variant that is exclusive to the RAC, enabling them to launch their revolutionary Advanced Telematics Services. As a key component of the RAC's Advance program, the LMU-3050 facilitates real-time crash detection, service alerts to help avoid breakdowns, fuel saving capabilities, driver scoring, rapid roadway assistance and other innovative customer support services for its broad membership of private automobile owners, insurance clients and commercial fleet customers.

The LMU-3050 is CalAmp's most advanced easy-install telematics device to date and features direct access to critical vehicle information including service intervals, vehicle trouble codes and alerts. The RAC's LMU-3050 incorporates patented advanced crash sensing and logging features, as well as CalAmp's patent-pending self-calibrating accelerometer technologies and a high-precision GPS engine to provide reliable, proactive monitoring and notification of vehicle performance and possible safety issues, un-safe driving behavior, vehicle location and real-time crash detection. The advanced telematics devices and associated RAC offering are supported by CalAmp's industry-leading PULS™ (Programming, Update and Logistics System) platform, the industry's most advanced and scalable device management solution, which currently supports more than 2.3 million devices deployed globally.

With over seven million customers, the RAC is committed to providing its members innovative services to promote safety, provide insurance and roadside assistance and to offer real-time information to improve its members overall travel experience.

"Serving motorists for 116 years, the RAC has consistently been a market leader in technology, innovation and adopting new practices to support our members," said Kerry Michael, RAC Commercial Director. "Our new RAC Advance program is further evidence of that and solidifies our role as the UK motorists' guardian angel. We are delighted to have CalAmp as our telematics technology partner and we are very pleased to accept volume deliveries of the RAC's LMU-3050 telematics devices for our Advance initiative. CalAmp's history of innovation, execution and performance in providing high-quality wireless solutions is unsurpassed. Their deep experience in M2M will help ensure we deliver on our promise to our members."

"CalAmp is thrilled to be part of this ground-breaking program with the RAC and proud that our new LMU-3050 next generation telematics device is the first to meet the RAC's high standards," said Greg Gower, Senior Vice President and General Manager of CalAmp's Mobile Resource Management business. "The new LMU-3050 vehicle telematics device provides a wealth of reliable diagnostic, maintenance and driving performance information that will power the RAC's Advance program. We look forward to a strong partnership that will deliver innovative services to the RAC members and facilitate the RAC's continued leadership."

About RAC Motoring Services

The RAC is headquartered in Birmingham with approximately 4,000 dedicated staff operating from three bases throughout the UK and provides motor-related services to both consumers and corporate clients. The RAC offers vehicle and breakdown services through a nationwide, branded patrol force, focusing primarily on vehicle repair and recovery. In 2012, the RAC's patrol force of approximately 1,700 patrols attended to 2.5 million rescue breakdowns. In addition, the RAC provides motor insurance broking services and offers a suite of legal and motor claims services, which provide both consumers and corporate customers with legal cover and advice as well as a range of claims management services. For more information, please visit www.rac.co.uk.

About CalAmp

CalAmp Corp. (NASDAQ: CAMP) is a proven leader in providing wireless communications solutions to a broad array of vertical market applications and customers. CalAmp's extensive portfolio of intelligent communications devices, robust and scalable cloud service platform, and targeted software applications streamline otherwise complex machine-to-machine (M2M) deployments. These solutions enable customers to optimize their operations by collecting, monitoring and efficiently reporting business-critical data and desired intelligence from high-value remote assets. For more information, please visit www.calamp.com.

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