



NEWS RELEASE

## CalAmp Collaborates with Sierra Wireless to Integrate 3G Cellular Connectivity in New Wireless Meter Reading Communication Platform

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OXNARD, Calif. & ATLANTA--(BUSINESS WIRE)--Sept. 10, 2008--CalAmp (NASDAQ:CAMP) and Sierra Wireless (NASDAQ:SWIR) (TSX:SW) today announced that Sierra Wireless embedded modules have been selected to provide 3G wireless broadband connectivity for CalAmp's recently launched WiMetry(TM) Internet Protocol-based wireless communications platform used in Automatic Meter Reading/Advanced Metering Infrastructure (AMR/AMI) applications.

Available for 3G cellular network technologies, CalAmp's WiMetry offers utility companies a wireless communications link for real-time acquisition of critical usage and rate data from electric, gas or water meters via public wireless networks and the Internet.

Leveraging CalAmp's more than 20 years of experience with wireless data networks, WiMetry addresses the needs of utilities that require secure wireless data communications and networking platforms that provide cost-effective and reliable service for advanced metering, demand response and other smart grid applications.

The WiMetry platform, through the use of Sierra Wireless embedded modules, supports the latest in EV-DO Revision A cellular high-speed data communications and is backward compatible to existing EV-DO Rev. 0 and 1X networks.

"The Energy Independence and Security Act of 2007 made the creation of a smart grid and demand response network a policy of the United States," said Mark Christensen, Vice President and General Manager of CalAmp's Industrial Monitoring and Controls unit. "Driven by this new regulation and the global energy crisis, utilities are

looking for standards-based, reliable and future-proof communication platforms. CalAmp has been involved in supplying wireless communications systems into the utility market for over a decade. The high standards we set for ourselves and our suppliers to deliver mission-critical data communication systems to the utility market are well-known and were a key factor in our selection of Sierra Wireless modules for the CalAmp WiMetry platform."

"Quality and reliability are of critical importance for large-scale, mission-critical communications systems for utilities," said Mike Ardelan, vice president of Embedded Module Sales for Sierra Wireless. "We're pleased to collaborate with CalAmp to provide this vital communications link, giving utilities the ability to implement the data infrastructure needed for smart grid applications."

CalAmp is exhibiting the WiMetry platform in booth #101 at the Utilimetrics Autovation 2008 conference in Atlanta, GA through September 10, 2008.

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](http://www.calamp.com).

CalAmp 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 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.

About Sierra Wireless

Sierra Wireless (NASDAQ:SWIR) (TSX:SW) modems and software connect people and systems to mobile broadband networks around the world. The Company offers a diverse product portfolio addressing enterprise, consumer, original equipment manufacturer, specialized vertical industry, and machine-to-machine markets, and provides

professional services to customers requiring expertise in wireless design, integration, and carrier certification. For more information about Sierra Wireless, visit [www.sierrawireless.com](http://www.sierrawireless.com).

#### Sierra Wireless Forward Looking Statements

This press release contains forward-looking statements that involve risks and uncertainties. These forward-looking statements relate to, among other things, plans and timing for the introduction or enhancement of our services and products, statements about future market conditions, supply conditions, channel and end customer demand conditions, revenues, gross margins, operating expenses, profits, and other expectations, intentions, and plans contained in this press release that are not historical fact. Our expectations regarding future revenues and earnings depend in part upon our ability to successfully develop, manufacture, and supply products that we do not produce today and that meet defined specifications. When used in this press release, the words "plan", "expect", "believe", and similar expressions generally identify forward-looking statements. These statements reflect our current expectations. They are subject to a number of risks and uncertainties, including, but not limited to, changes in technology and changes in the wireless data communications market. In light of the many risks and uncertainties surrounding the wireless data communications market, you should understand that we cannot assure you that the forward-looking statements contained in this press release will be realized.

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