



NEWS RELEASE

CalAmp Engages Addo Communications as Investor Relations Advisor

8/22/2012

Aug 22, 2012 (Marketwire via COMTEX) --CalAmp Corp. (NASDAQ: CAMP), a leading provider of wireless products, services and solutions, today announced that it has engaged the services of Addo Communications to enhance elements of its investor relations program, with a particular emphasis on increasing sell-side analyst coverage.

"We have retained Addo Communications to expand our capacity to communicate our financial performance and growth strategy to the global investment community and to help garner additional sell-side analyst interest in the Company," said Garo Sarkissian, CalAmp's Vice President of Corporate Development. "As our business evolves and we introduce innovative products and services for machine-to-machine (M2M) applications, we want to ensure that investors are kept abreast of our strategic direction and prospects for growth. Addo Communications has established itself as a leader in investor relations and we believe this relationship will build upon our financial communications efforts going forward."

About Addo Communications

Addo Communications is a strategic communications advisory firm with particular expertise in investor relations, transaction communications and financial media relations. The firm's experience, industry knowledge, analytical ability and relationships allow it to achieve the best results for its clients. Addo Communications believes that a strong communications/IR strategy can impact valuation, the outcome of a transaction, and the ability to create a cooperative environment with key stakeholders. The firm's mission is to provide expert tactical and strategic solutions to improve messaging and awareness within the investment community. For more information, please visit www.addocommunications.com.

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 utility, governmental and enterprise customers, and Satellite, which focuses on the North American Direct Broadcast Satellite market. For more information, please visit www.calamp.com.

AT THE COMPANY:

Garos Sarkissian
VP, Corporate Development
(805) 987-9000

AT ADDO COMMUNICATIONS:

Lasse Glassen
General Information
(424) 238-6249
lasseg@addocommunications.com