



NEWS RELEASE

CalAmp Expands Direct Broadcast Satellite Product Line

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Company Begins Volume Shipments of New Video and Data Networking Product to Key DBS Customer

OXNARD, CA, Mar 20, 2012 (MARKETWIRE via COMTEX) --CalAmp Corp. (NASDAQ: CAMP), a leading provider of wireless products, services and solutions, announced today that it has begun shipping a new whole-home video and data networking product to its key North American Direct Broadcast Satellite (DBS) customer to serve households with multiple DVRs and multiple data hubs.

The new networking hub is the second in a line of products designed to facilitate the networking and communication of set-top boxes and enhance the in-home viewing experience for consumers. The newest addition to CalAmp's DBS product line features expanded functionality and capacity to support additional DVRs and Thin Client set-top boxes, while simultaneously allowing for data communication between all devices on the home network using the Multimedia over Coax Alliance (MoCA) standard.

"The rapid development and roll-out of this new multi-DVR networking device underscores our responsiveness to our customers' needs, and supports its mission to deliver the best possible experience for the home DBS consumer," said Robert Hannah, Senior Vice President and General Manager of CalAmp's Satellite business.

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

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