



NEWS RELEASE

CalAmp Expands International Sales for Mobile Resource Management Product Line to Southern Africa

8/16/2012

Aug 16, 2012 (Marketwire via COMTEX) --CalAmp Corp. (NASDAQ: CAMP), a leading provider of wireless products, services and solutions, announced the expansion of its international sales program in the global Mobile Resource Management (MRM) market with shipments to South Africa to begin this quarter. This announcement follows type approval for the Company's wireless MRM devices by the Independent Communications Authority of South Africa (ICASA).

ICASA regulates telecommunications, broadcasting and postal services in South Africa. Among its responsibilities, the Authority issues licenses to carriers and broadcasters, certifies communications equipment and manages the effective use of radio frequency spectrum.

CalAmp's Location Messaging Unit (LMU) products provide vital Global Positioning System (GPS) satellite tracking and cellular-based wireless communications capabilities for monitoring and tracking vehicles. These products provide market-leading price and performance levels, addressing market needs in track-and-trace fleet management, usage-based insurance, trailer tracking and stolen vehicle recovery.

The ICASA-approved 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 products also feature an integrated wireless antenna designed to deliver unrivaled performance and expand installation flexibility.

"There is a tremendous market demand for wireless MRM communications among transportation, logistics, utilities

and government entities in Southern Africa and across the African continent. Achieving type approval for our devices positions CalAmp to take advantage of these opportunities and demonstrates our commitment to expanding the global reach of the Company's mission-critical solutions for wireless control of mobile and remote assets," said Greg Gower, Senior Vice President and General Manager of CalAmp's MRM 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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