



NEWS RELEASE

CalAmp Introduces WiMetry(TM) Next Generation Networking Platform for Wireless Meter Reading Applications

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OXNARD, Calif.--(BUSINESS WIRE)--Sept. 8, 2008--CalAmp Corp. (Nasdaq:CAMP), a leading provider of wireless products, services and solutions, today introduced its new WiMetry(TM) communications platform for use in Automatic Meter Reading/Advanced Metering Infrastructure (AMR/AMI) applications.

CalAmp's WiMetry is an Internet Protocol-based, bidirectional wireless data concentrator platform used for advanced metering and demand response monitoring and control applications. The platform also has other smart grid applications and facilitates 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 utility companies that require secure wireless data communications and networking platforms that provide cost-effective and reliable service.

The WiMetry platform supports the latest in cellular 3G high-speed data communications and is backward compatible to existing EV-DO Rev. 0 and 1x networks. WiMetry takes advantage of ongoing investments made by cellular network operators to build-out, improve and maintain ubiquitous, reliable wireless networks using the latest standards, thereby enabling utility companies to focus on their core business rather than having to establish their own proprietary wireless networks.

WiMetry uses the industry standard TCP/IP communication protocol and is compatible with most leading software applications, including Itron's MV-90 xi. It offers wired EIA-232, EIA-485 and Ethernet connectivity as well as wireless Zigbee connectivity to remote sensors and thermostats.

"WiMetry is the most advanced communications platform for smart grid and advanced metering communications today and enhances our wireless connectivity offering in the AMR/AMI industry," said Mark Christensen, Vice President and General Manager of CalAmp's Industrial Monitoring and Controls unit. "Our earlier generation Omega product line was one of the most innovative cellular-based AMR devices in the industry when it was first introduced. WiMetry takes this to the next level, allowing utility companies to further improve their business with state-of-the-art wireless technology."

CalAmp will be exhibiting the WiMetry platform in booth #101 at the Utilimetrics Autovation 2008 conference in Atlanta, GA on September 7-10, 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, WiMetry and Omega trade names. For additional information, please visit www.calamp.com.

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 the Company 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. The Company undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

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