



NEWS RELEASE

CalAmp Launches Low-Cost Location Messaging Unit

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Product Expands Capabilities for Vehicle Tracking and Asset Protection

BARCELONA, SPAIN -- (MARKETWIRE) -- 02/26/13 -- **CalAmp Corp.** (NASDAQ: CAMP), a leading provider of wireless products, services and solutions, showcased today at the Mobile World Congress Conference and Exhibition in Barcelona a new low-cost, high-value quad-band cellular and GPS wireless communications product for various vehicle tracking applications, including vehicle finance, stolen vehicle recovery, remote start, auto leasing and fleet management.

CalAmp's new LMU-300 is a small profile tracking product that is easy to install and ideal for cost-sensitive markets and applications worldwide. The product is designed to dramatically reduce cost, power and size while providing excellent field reliability and high-value features. In addition to high-precision location monitoring services, the unit enables asset control features such as starter interrupt for remote disabling of the vehicle, door lock/unlock, onboard back-up battery, and tamper and jamming detection.

The LMU-300 leverages Global Positioning System (GPS) satellite tracking and cellular-based GSM/GPRS wireless communications for monitoring and tracking 12-volt vehicles, and other mobile assets. The device employs CalAmp's pioneering PEG™ and PULS™, the company's industry-leading embedded alert engine and over-the-air device configuration, control and management application, respectively. The new product also features an integrated wireless antenna designed to deliver unrivaled performance in a small package that dramatically expands installation flexibility.

"Leveraging industry-leading scale and proven designs, CalAmp is able to provide exceptionally high-performance track-and-trace technology in a low-cost platform, making global mobile resource management affordable for any application," said Greg Gower, Sr. Vice President and General Manager of CalAmp's Mobile Resource Management (MRM) business. "Virtually any vehicle, cargo or remote asset can now be efficiently monitored nearly anytime and

anywhere, allowing owners to keep constant watch over their fleets and high-value goods."

For more information about CalAmp products and services, please visit Hall 7 booth 7A29 at the Mobile World Congress Conference and Exhibition in Barcelona, Spain, Feb. 25 through 28, 2013 or visit www.calamp.com.

About CalAmp

CalAmp Corp. (NASDAQ: CAMP) is a proven leader in providing wireless communications solutions to a broad array of vertical market applications and customers. CalAmp's extensive portfolio of intelligent communications devices, robust and scalable cloud service platform, and targeted software applications streamline otherwise complex M2M deployments. These solutions enable customers to optimize their operations by collecting, monitoring and efficiently reporting business critical data and desired intelligence from high-value remote assets. For more information, please visit www.calamp.com.

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