



NEWS RELEASE

## CalAmp Launches Mobile Resource Management Product Line in Brazil

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Oct 09, 2012 (Marketwire via COMTEX) -- CalAmp Corp. (NASDAQ: CAMP), a leading provider of wireless products, services and solutions, announced today the receipt of Type Approval of its LMU-2720 by Brazil's national telecommunications agency, Agência Nacional de Telecomunicações (Anatel). The LMU-2720 is one of five wireless Mobile Resource Management (MRM) products planned to be introduced in the Brazilian market.

The LMU-2720 is a fleet tracking and driver behavior product with multiband capability (GSM/GPRS, CDMA 1xRTT or HSPA) that features a back-up battery for extended field use and triple-axis accelerometer motion sensing that detects hard acceleration, braking, cornering and crashes. CalAmp is currently pursuing Anatel's approval of four additional MRM devices in Brazil for use in various applications including stolen vehicle recovery and asset tracking.

CalAmp's LMU Products feature pioneering PEG™ (Programmable Event Generator) supported by the PULS™ cloud-based device management platform. The products' integrated wireless antenna design delivers unrivaled performance and expands installation flexibility.

"There is a tremendous market demand for wireless vehicle tracking and mobile asset recovery throughout Latin America and Brazil in particular, where the vehicle theft rate is four times that of the United States. Certification of our products is the first step in bringing our market-leading tracking-and-recovery solutions to the rapidly growing MRM industry in the world's sixth largest economy," 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 connectivity services 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](http://www.calamp.com).

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