



NEWS RELEASE

CalAmp Launches New Aercept(TM) GPS Tracker Enabling Streamlined Installations

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OXNARD, Calif.--(BUSINESS WIRE)--April 1, 2008--CalAmp Corp. (NASDAQ:CAMP), a leading provider of wireless products, services, and solutions, today announced that it has launched a new Location Monitoring Unit, the LMU-1450 Tracker, for mobile asset tracking. Designed and manufactured by CalAmp, the LMU-1450 is a new tracking device incorporating integrated internal GPS and GSM/GPRS antennas, and is used with CalAmp's Aercept-branded services for locating, monitoring and protecting vehicular collateral. The compact dimensions of the LMU-1450 Tracker (2.0" x 4.0" x 0.8") are expected to result in faster, easier and more tamper-resistant installations. In addition, the LMU-1450 is compatible with previously installed power cables and harnesses, and is fully integrated with Aercept's internet-based customer interface and back-end systems, including the popular street and satellite mapping features.

"The launch of the LMU-1450 Tracker shows CalAmp's commitment to product innovations by offering technology advancements that deliver practical commercial benefits for our customers," stated Jarvis Tou, Vice President and General Manager of CalAmp's Aercept business. "The Aercept LMU-1450 Tracker improves ease of installation and reliability through the use of integrated tamper-proof internal antennas."

In addition, CalAmp recently began offering pooled rate plans for the services used to monitor vehicles. Similar to 'family plans' offered by cellular carriers, the pooling of actions gives customers additional flexibility in managing their service costs.

CalAmp's Aercept business provides an integrated GPS-based tracking service with equipment and monitoring capabilities for vehicle asset tracking applications utilized primarily by "buy-here-pay-here" automobile dealerships that specialize in vehicle financing for high credit risk individuals. According to the 2007 National Independent

Automobile Dealers Association (NIADA) Used Car Report, \$75.8 billion in used car sales were financed through independent auto dealers in the United States during 2006 as Grade C paper or lower, representing an annually addressable market of nearly 9 million vehicles. Vehicle financing companies have come to depend on CalAmp's patented technologies and processes, which enable lenders to lower the collateral risk of their loans and thereby address a larger market of potential customers.

About CalAmp Corp.

CalAmp is a leading provider of mission-critical high value wireless communications solutions that enable anytime/anywhere access. CalAmp's Wireless DataCom Division services the public safety, industrial monitoring and controls, and mobile resource management market segments with wireless solutions built on communications technology platforms that include proprietary licensed narrowband, standards-based unlicensed broadband and cellular networks. In addition, CalAmp's Satellite Division supplies outdoor customer premise equipment to the U.S. Direct Broadcast Satellite (DBS) market. For additional information, please visit www.calamp.com.

Forward-Looking Statement

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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