



NEWS RELEASE

CalAmp Launches New Aercept(TM) GPS Trackers Featuring Industry Leading GPS Sensitivity

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OXNARD, Calif.--(BUSINESS WIRE)--July 22, 2008--CalAmp Corp. (NASDAQ: CAMP), a leading provider of wireless products, services and solutions, today announced the introduction of the Aercept 1400S and 1450S Trackers for mobile asset tracking. These new tracking devices feature more than 100-times greater GPS reacquisition sensitivity and 20-times greater GPS tracking sensitivity compared to previous Aercept offerings. Designed and manufactured by CalAmp, the 1400S and 1450S are the latest GPS and GSM/GPRS tracking devices used with CalAmp's Aercept-branded services for locating and protecting vehicular collateral. These "S-version" Trackers utilize super-sensitive GPS technology to greatly improve tracking performance in all operating environments. They also enable broader and more flexible installation options such as in the trunk, door panel, side/kick panel, seat, floor and other areas of the vehicle with challenging access to GPS signals. In addition, the Aercept 1400S and 1450S are compatible with previous power cables and harnesses, and are fully integrated with the Aercept back-end and Internet systems, including the popular street and satellite mapping features.

"The launch of the Aercept 1400S and 1450S Trackers shows CalAmp's commitment to continuous innovations by offering technology advancements and a product roadmap that deliver practical benefits for our customers," stated Jarvis Tou, Vice President and General Manager of CalAmp's Aercept Group. "By using GPS technology designed for indoor location applications, it is now possible to more accurately determine location of vehicles in garages, covered parking structures and urban canyons. The 1400S and 1450S Trackers deliver improved tracking performance, increased flexibility and reduced installation and support expenses, while minimizing common installation-related reliability issues all through the use of super-sensitive GPS technology."

CalAmp's Aercept business provides an integrated GPS tracking service with equipment and monitoring capabilities for vehicle asset tracking applications such as 'buy-here-pay-here' dealerships that specialize in automobile

financing for high credit risk individuals. Automobile dealerships and vehicle finance companies have come to depend on CalAmp's patented technologies and processes that enable lenders to lower the risk of their loans, and thereby address a larger market of potential customers.

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 and Omega trade names. For more 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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