



NEWS RELEASE

# CalAmp to Equip Bolivar Energy Authority With Wireless Communications Network for Smart Meter Project

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## CalAmp to Provide Critical Data Backhaul and Distribution Automation Capability for Advanced Metering Infrastructure

OXNARD, CA, Jan 09, 2012 (MARKETWIRE via COMTEX) --CalAmp Corp. (NASDAQ: CAMP), a leading provider of wireless products, services and solutions for Smart Grid applications, has been chosen by Elster (NYSE: ELT), one of the world's largest electricity, gas and water measurement and control providers, to supply the wireless routing hardware and network services for a wide-area advanced metering infrastructure (AMI) for Tennessee's Bolivar Energy Authority (BEA).

Located in southwestern Tennessee and serving more than 11,000 households and businesses, BEA is one of 155 power distributors for the Tennessee Valley Authority (TVA), a federally owned corporation providing electricity across the southeastern U.S. Elster's EnergyAxis(R) and Smart Meters will enable BEA to modernize its electric infrastructure and provide customers with clear pricing and usage information, allowing customers to better manage, monitor and control energy consumption and costs.

CalAmp's Viper SC 900 system will serve as the vital communications link between Elster's Gatekeeper AMI network concentrators and the core communications infrastructure, offering the speed and range necessary for secure data backhaul over the Smart Grid. Viper's unique multispeed operating capability optimizes network efficiency and accommodates extended range communications across a wide area, such as that served by BEA. This CalAmp private wireless network will use a combination of unlicensed spectrum and licensed 900MHz spectrum that was secured by BEA through CalAmp. In addition to the radio hardware, CalAmp will also supply network design and project management services.

"Elster's EnergyAxis Smart Grid solution requires robust and responsive wireless data communications. CalAmp's Viper system meets that critical need with licensed and unlicensed radios, network design and frequency planning services, and wireless communications hardware to deliver secure data over a vast, remote service area," said Mike Zachan, General Manager of CalAmp's Wireless Networks business. "Our total solution approach will help assure communications reliability and network access for Elster's two-way AMI network throughout the BEA service region."

CalAmp has begun shipping wireless router equipment for the BEA AMI project and anticipates completing the communications network in mid-2012, with follow-on expansion opportunities possible.

#### About CalAmp

CalAmp develops and markets wireless communications solutions that deliver data, voice and video for critical networked communications and other applications. The Company's two business segments are Wireless DataCom, which serves utility, governmental and enterprise 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).

#### 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 due to the risks described in the Company's Report on Form 10-K for fiscal 2011 as filed on April 28, 2011 with the Securities and Exchange Commission. 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.

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