



NEWS RELEASE

CalAmp's Mobile Resource Management Business Undergoing Strong International Expansion

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Global Expansion Fuels Dramatic Increase in International Demand for CalAmp's Industry-Leading Fleet Management, Stolen Vehicle Recovery and Asset Tracking Products

OXNARD, CA -- (Marketwired) -- 09/27/13 -- CalAmp (NASDAQ: CAMP), a leading provider of wireless products, services and solutions, today announced achievements in its strategic global expansion for its mobile resource management (MRM) portfolio of products and services. CalAmp's market-pacing wireless MRM devices and solutions are used for monitoring and control of remote and mobile assets as well as collecting and reporting business-critical data.

The Company's portfolio of products for global MRM is comprised of approximately 25 location monitoring and wireless communication devices and about 100 product variants deployed across a wide range of applications including cargo tracking, heavy equipment monitoring, stolen vehicle recovery, fleet routing and dispatch, remote vehicle diagnostics, high-value asset track and trace, usage-based automobile insurance and more.

"Significant investments in foreign marketing and sales operations, in-country certifications and expansion of our product line globally have greatly extended CalAmp's international footprint and are driving substantial sales growth for the company's MRM solutions," said Greg Gower, Sr. Vice President and General Manager of CalAmp's MRM business. "For the first half of this fiscal year, international sales accounted for 20% of total company revenue -- that's up from 15% in the same period just a year ago."

In highlighting the company's global expansion efforts, Gower stated, "CalAmp has committed additional personnel and resources to international sales and support, with particular emphasis on the UK/Europe, Brazil, South Africa and Australia markets. Furthermore, we have invested heavily in local country testing and certification by national

telecommunications authorities in these regions, resulting in 12 new international product certifications in the last 90 days that give customers in these countries access to our innovative MRM solutions for optimizing operations and improving the monitoring, control and management of remote and mobile assets."

As a case in point, Gower credits receiving type approval from Brazil's Agência Nacional de Telecomunicações (Anatel) for the company's vehicle location and tracking devices with enabling CalAmp to meet strong and growing demand for its stolen vehicle recovery solutions in Latin America's largest auto market.

About CalAmp

CalAmp (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 machine-to-machine (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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