



NEWS RELEASE

## CalAmp's WiMetry(TM) Selected by Consert, Inc. as Wireless Communication Platform for Smart Grid Applications

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OXNARD, Calif.--(BUSINESS WIRE)-- **CalAmp Corp. (NASDAQ:CAMP)**, a leading provider of wireless products, services and solutions, today announced that its WiMetry™ platform has been selected by Consert, Inc. to provide wireless connectivity in a pilot program demonstrating smart grid energy management solutions. The smart grid enables real-time monitoring of energy use through Internet technology, reducing electricity use, allowing utilities to more efficiently distribute electricity and encouraging homeowners to install alternative energy generators—such as solar panels—and sell their excess energy back to the grid during times of peak demand.

Consert is a voting member of the Future Renewable Electric Energy Delivery and Management (FREEDM) Industry Advisory Board, a multinational project coordinated by North Carolina State University. FREEDM has a goal of demonstrating 1 to 10 megawatts of renewable energy generation and distribution within 2 years. Consert is working on the intelligent energy management solution in cooperation with FREEDM.

CalAmp's recently launched WiMetry Internet Protocol-based communications platform provides reliable and secure wireless data connectivity for real-time acquisition of critical usage and rate data from electric, gas or water meters. It also enables wireless communication to in-home displays, smart thermostats and smart plugs that can remotely measure and control electric appliances for demand response and peak demand reduction.

"The Obama administration recently laid out plans for an economic stimulus package that includes an Internet-based smart grid, which would save money, protect power sources from blackout or attack, and deliver clean, alternative forms of energy across the nation," said Matthias van Doorn, Director of Product Marketing for CalAmp Corp. "Consert's solution, which uses the CalAmp WiMetry wireless communication platform, is a key enabler for

the desired functionality of the smart grid."

"Consert is a leader in the design and implementation of intelligent energy distribution and management networks, dedicated to a secure and clean energy future," said Joseph W. Forbes, Jr., Chief Operating Officer of Consert, Inc. "The advanced communication technology offered by CalAmp's WiMetry device, in combination with our software and services, makes this possible. Our solution not only provides savings of up to 15% to families and small businesses, but actually allows distributing utilities to reduce demand peaks. CalAmp's more than 20 years of experience with wireless data networks, support of wireless technologies and standards and scalable volume production capabilities were key factors in our selection of the WiMetry platform."

CalAmp is exhibiting the WiMetry platform in booth #1922 at the DistribuTECH 2009 conference in San Diego, CA through February 5, 2009.

## 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, 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](http://www.calamp.com).

## About Consert, Inc.

Dedicated to a secure and clean energy future, Consert is a thought and action leader in the design and implementation of intelligent energy distribution and management networks. Its systems facilitate and encourage energy conservation by consumers and utilities alike, providing for an inherently stable market-driven transition to a green energy future.

## CalAmp 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. These forward-looking statements reflect the Company's current views with respect to future events and financial performance and are subject to certain risks and uncertainties. Actual results could differ materially from those implied by such forward-looking statements. Although CalAmp 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. CalAmp 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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