



NEWS RELEASE

California Amplifier to Change Name to CalAmp Corp.

8/4/2004

Corporate Identity Reflects New Strategic Direction

OXNARD, Calif., Aug. 4 /PRNewswire-FirstCall/ -- As part of redefining its strategic focus, California Amplifier, Inc. (Nasdaq: CAMP) today announced the Company is changing its corporate name to CalAmp Corp. Its recently acquired subsidiary, Vytek, will also operate under the CalAmp name.

"The new CalAmp corporate identity reflects our progress in redefining our Company as we expand into new markets and build our foundation for future growth," said Fred Sturm, President and Chief Executive Officer of CalAmp. "The recent acquisition of Vytek presents an ideal opportunity to introduce a new identity which leverages the value and recognition we have achieved through our history, while better reflecting our mission of assisting customers in achieving the benefits of breakthrough and emerging technologies."

CalAmp now offers a comprehensive suite of capabilities ranging from initial product conceptualization to user interface design and embedded computing, technology consulting, software development, and cost-effective, large-scale production of electronic devices and equipment. The Company offers integrated solutions for digital multimedia delivery, residential broadband data delivery, healthcare, retailing applications, public safety markets and wireless enterprise connectivity.

CalAmp will continue to use the same Nasdaq ticker symbol (Nasdaq: CAMP - News). The Company's common stock will trade under the new CalAmp name beginning August 4, 2004. For more information about the new corporate brand identity, please visit www.calamp.com.

About CalAmp Corp.

CalAmp is a leading provider of breakthrough wireless and content delivery solutions, services and products. With comprehensive capabilities ranging from product inception through production, CalAmp is a trusted partner delivering cost-effective high quality solutions to a broad array of customers and markets. CalAmp is one of the largest suppliers of direct broadcast satellite (DBS) equipment to the U.S. market and offers solutions for digital multimedia delivery, residential broadband data delivery, health care, retailing applications, public safety markets and wireless enterprise connectivity. The company is headquartered in Oxnard, California and has approximately 600 employees. Founded in 1981, CalAmp has been publicly traded since 1983 as Nasdaq: CAMP.

Forward Looking Statements

Statements in this press release that are not historical in nature are forward-looking statements, which involve known and unknown risks and uncertainties. Words such as "may," "will," "expects," "intends," "plans," "believes," "seeks," "could," "estimate" 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 a variety of factors, including, general and industry economic conditions, competition, development factors, operating costs, the Company's ability to integrate the Vytek acquisition successfully and other risks and uncertainties that are detailed from time to time in the Company's filings 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. 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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