



NEWS RELEASE

# MOC(R) and CalAmp Partner to Market GPS-Based Stolen Vehicle Recovery Solution to New-Car Dealerships

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PACOIMA, Calif. & OXNARD, Calif.--(BUSINESS WIRE)--May. 11, 2009-- MOC Products Company, Inc. ("MOC") and CalAmp Corp. (NASDAQ:CAMP) today announced a partnership to market a vehicle monitoring and tracking system for Stolen Vehicle Recovery (SVR) applications through new-car dealerships. This unique partnership leverages MOC's extensive automotive dealer channel relationships and CalAmp's proven GPS-based asset tracking technologies to provide consumers with SVR solutions superior to those currently available through new-car dealers.

The products will be marketed by MOC under its Ecotrac® brand name and feature highly-sensitive GPS technology in compact and durable designs customized to the unique needs of different vehicle types. In addition to SVR application, users of Ecotrac will have the option to track and monitor vehicle activity from a full-featured website or mobile phone. Ecotrac gives consumers real-time control and remote location information needed to make quick, informed vehicle management decisions.

MOC has developed strong relationships in the new-car dealership industry over the past 50 years and will market Ecotrac products to thousands of its accounts through distribution channels in the U.S., Canada and Mexico. CalAmp plans to leverage its manufacturing and development expertise to provide the Ecotrac bundled hardware, hosted web-based applications and wireless data service plans.

"MOC has earned a reputation for bringing unique technology solutions to the new-car dealership industry. We believe Ecotrac is the next innovative product that will not only create enhanced revenue opportunities for dealerships but address consumer needs for a full-featured, cost-effective, user-controlled vehicle tracking system,"

said Eric Berg, Vice President of Operations for MOC. "Ecotrac is a perfect blend of MOC's distribution and marketing prowess with CalAmp's superior technology and manufacturing capabilities."

"We are pleased to announce this partnership to address an underserved market," said Mike Zachan, Vice President and General Manager of CalAmp's Aercept unit. "MOC's well-established channel relationships and outstanding reputation in the new-car market make it an ideal partner for delivering our advanced vehicle tracking solutions to the consumer market."

## About MOC

Established in 1954, MOC is a leading manufacturer and distributor of innovative products, equipment and technology solutions to the automotive-dealership industry. Professional trainers and dealership consultants educate service and sales departments on its products and help dealers install efficient and profitable marketing programs. MOC operates 16 distribution facilities nationwide and supports a highly skilled sales network covering the United States, Mexico, Canada and several other countries. For additional information about MOC Products Company, Inc., visit [www.mocproducts.com](http://www.mocproducts.com).

## About CalAmp

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 additional information, please visit [www.calamp.com](http://www.calamp.com).

Source: CalAmp Corp.

### AT THE COMPANY:

#### CalAmp

Garo Sarkissian, VP Corporate Development

805-987-9000

or

### AT FINANCIAL RELATIONS BOARD:

Lasse Glassen

General Information

213-486-6546

**lglassen@frbir.com**

or

**MOC Contact:**

Eric Berg, VP of Operations

818-794-3544