

Immediate Release

Pointer Telocation's Q4 2011 Financial Results Release & Conference Call Scheduled for March 29th, 2012

Rosh HaAyin, Israel March 21st, 2012 Pointer Telocation Ltd. (Nasdaq Capital Market: PNTR, Tel-Aviv Stock Exchange: PNTR) – a developer and producer of high-end technology products for providers of vehicle retrieval, fleet management, vehicle safety and asset management solutions and a leading RSA (Road Side Assistance) provider, will release its financial results for Q4 2011 on Thursday, March 29th, 2012.

Pointer Telocation's management will host a conference call that same day, at 10:30 EST, 16:30 Israel time. On the call, management will review and discuss the results.

To listen to the call, please dial in to one of the following teleconference numbers. Please place your call at least 5 minutes before the conference call commences.

From USA: + 1-888-668-9141
From Israel: 03-918-0650

A replay will be available from April 1st, 2012 at the company's website: www.pointer.com