



TERK Launches MyWayTV™

Streaming Player and HD Antenna, All-In-One Product

HAUPPAUGE, NY and LAS VEGAS, NV – January 6, 2014 – LVCC, CENTRAL HALL, BOOTH 10404/10415 – [TERK](#), a brand of [VOXX International Corp.](#) (NASDAQ: VOXX), announced today the launch of MyWayTV with Roku® streaming, the first product to give consumers HD over-the-air and streaming programming in an all-in-one package. It's the most affordable way to enjoy TV.

“The value proposition for MyWayTV is simple: there's a world of free and à la carte TV entertainment content out there. We have the one product that can get it all for you,” said David Geise, President of VOXX Accessories Corporation. “With its unsurpassed, patented over-the-air reception technology and breakthrough single-component design, MyWayTV will revolutionize home entertainment. Consumers will have access to the Roku platform and can choose from thousands of channels, and control everything from a single remote. With MyWayTV, the consumer has the freedom to choose.”



MyWayTV features best-in-class omni-directional digital reception technology from TERK and streaming entertainment provided by Roku. With more than 1,000 channels of entertainment to choose from, MyWayTV offers variety and quality of programming that traditional TV can't match, all for less than the cost of two months of a cable or satellite subscription.

Geise concluded, “The universe of over-the-top and over-the-air programming options is expanding faster than any other part of the market. Millions of consumers are waking up to these new entertainment possibilities every year. MyWayTV is the easiest, most affordable option, offering one payment and one product to connect.”

The MyWayTV entertainment system includes the set-top box, all necessary connection cables, a system remote and the Roku Streaming Stick™. MyWayTV will be available online and in stores this spring at a MSRP of \$169.99.

The [TERK](#) brand is marketed by VOXX Accessories Corporation, a wholly owned subsidiary of VOXX International Corp. (NASDAQ: VOXX).

For information on becoming a TERK dealer in the US, email us at: newaccountinfo@audiovox.com

For information on MyWayTV, please visit: www.GoMyWayTV.com

Like us on our [VOXX International Facebook Page](#)

Subscribe to our [VOXX International YouTube Channel](#)

About the TERK Brand:

The TERK brand has been synonymous with best-in-class reception and top-tier design for decades. From patented TV and radio antenna technology to ground-breaking product form factors and finishes, TERK is the connoisseur's choice.

About VOXX Accessories Corporation (VAC):

[VOXX Accessories Corporation](#) (VAC) is a wholly owned subsidiary of VOXX International Corporation (NASDAQ:VOXX). VAC is a leader in consumer electronics products and consumer electronics accessories and is the US market leader in over-the-air reception products and universal remote controls. The Company has an extensive distribution network including power retailers and all of the big box stores as well as many of the country's largest home improvement chains.

VOXX Accessories Corporation possesses a strong brand portfolio and its products rank among the top ten in almost every category in which they sell. Brands include [RCA®](#), [Terk®](#), [Acoustic Research®](#), [808](#) and [SURFACE CLEAN](#).

For additional information, please visit our Web site at <http://www.voxintl.com/>

About VOXX International Corporation:

[VOXX International Corporation](#) (NASDAQ:VOXX) is the new name for Audiovox Corporation, a company that was formed over 45 years ago as Audiovox that has grown into a worldwide leader in many automotive and consumer electronics and accessories categories, as well as premium high-end audio. Through its wholly-owned subsidiaries, VOXX International proudly is recognized as the #1 premium loudspeaker company in the world, and has #1 market positions in automotive video entertainment and remote starts, digital TV tuners and digital antennas. The Company's brands also hold #1 market share for TV remote controls and reception products and leading market positions across a wide-spectrum of other consumer and automotive segments.

Today, VOXX International is a global company...with an extensive distribution network that includes power retailers, mass merchandisers, 12-volt specialists and most of the world's leading automotive manufacturers. The Company has an international footprint in [Europe](#), [Asia](#), [Mexico](#) and [South America](#), and a growing portfolio, which now comprises over 30 trusted brands. Among the key domestic brands are [Klipsch®](#), [RCA®](#), [Invision®](#), [Jensen®](#), [Audiovox®](#), [Terk®](#), [Acoustic Research®](#), [Advent®](#), [Code Alarm®](#), [CarLink®](#), [Excalibur®](#), [Prestige®](#), and [Pursuit®](#). International brands [Hirschmann Car Communication®](#), [Jamo®](#), [Energy®](#), [Mirage®](#), [Mac Audio®](#), [Magnat®](#), [Heco®](#), [Schwaiger®](#), [Oehlbach®](#) and [Incaar™](#). The Company continues to drive innovation throughout all of its subsidiaries, and maintains its commitment to exceeding the needs of the consumers it serves. For additional information, please visit our Web site at www.voxintl.com.

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