

Audiovox Announces Lightning Based Connectivity Solutions For Factory Radio Integration Products

All 2013 product offerings are compatible with Apple's new iOS6 software

LAS VEGAS, NV – JANUARY 7, 2013 – LVCC, CENTER HALL, BOOTH 10415 – [Audiovox Electronics Corporation \(AEC\)](#), a wholly-owned subsidiary of [VOXX International Corp. \(NASDAQ: VOXX\)](#), announced today that they will introduce Lightning based connectivity solutions for the [Audiovox Driven by Dice](#) - DUO, Universal and G2 Cradle product lines in the spring of 2013. Lightning connectivity will allow seamless integration between the iPhone 5 and new models of the iPod touch and iPod Nano without the need for an extra Lightning to 30 pin adapter.

The entire 2013 [Audiovox Driven by DICE](#) product line is compatible with the new iOS6 software and delivers more features to existing factory radios. MediaBridge will now allow drivers to add voice activated capabilities that further minimize distractions and add convenience with hands free control of many features and functions. Every factory radio scan button now becomes a Siri button when a MediaBridge is installed.

Although USB connectors can be found on a variety of competitive OE Integration products, few of them support the full USB digital architecture required to communicate with an iPhone 5 through the new Lightning to USB cable. The new Lightning cables plug right into the MediaBridge and Universal 200's USB port with full compatibility. The iPhone 5 Lightning connector cable is a digital connection that delivers only digital audio and control protocol.

“The latest [Audiovox Driven by DICE](#) MediaBridge product line is the industry's first OEM radio integration product that adds VOICE CONTROL to help minimize driver distraction while delivering unprecedented conveniences that make driving more stress free. We have now established the engineering platform for hands free control of your music, phone dialing, text messaging, and turn-by-turn GPS navigation that we will expand into new products for 2013 and beyond,” said Tom Malone, President of Audiovox Electronics Corp.

The [Audiovox Driven by DICE](#) products deliver a superior integration experience that solves connectivity issues, addresses driver safety and adds convenience for the tech savvy Smartphone user in the car. Malone continued, “Our OE Integration products deliver plug-and-play integration for selected factory radios so that consumers can take advantage of Apple®'s ever evolving iOS capabilities and connections. Our new Voice Control direction enables Siri or S voice on an Android device in the car, with a touch of a button, and our new Lightning connection enabled devices allow for seamless connection without the need of an extra adapter. It's a win for everyone involved in selling, installing and using integration products.”

For information on becoming an Audiovox Dealer in the US, email us at: newaccounts@audiovox.com

For more information about Audiovox's Automotive Entertainment product lines please visit:
<http://audiovoxproducts.com>

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About Audiovox Electronics Corporation (AEC):

Audiovox Electronics Corporation (AEC) is a wholly owned subsidiary of [VOXX International Corporation](#) (NASDAQ:VOXX), a leading, global supplier of mobile and consumer electronics products. The Company holds number one market share in rear seat entertainment as well as remote start systems. AEC is also a recognized leader in the marketing of automotive entertainment, Location Based Services (LBS), rear observation systems, and vehicle security. Its' extensive distribution network includes power retailers and 12-volt specialists as well as nearly all of the major [vehicle manufacturers](#) ("OEMs"), both domestically and abroad.

Audiovox Electronics possesses a strong brand portfolio and its products ranks among the top ten in almost every category in which they sell. Primary brands include [Audiovox®](#), [Invision®](#), [Jensen®](#), [Omega®](#), [Advent®](#), [Code Alarm®](#), [Prestige®](#) and [Excalibur®](#).

Headquartered in Hauppauge, NY, Audiovox Electronics has a manufacturing facility in the United States, and a robust international footprint with offices in Europe, Canada, Mexico and Venezuela. For additional information, please visit our Web site at www.audiovoxproducts.com.

About VOXX International Corporation:

[VOXX International Corporation](#) (NASDAQ:VOXX). The Company that began as Audiovox over 45 years ago has morphed into a worldwide leader in many automotive and consumer electronics and accessories categories, and now into premium high-end audio. The Company's brands hold leading market positions across a wide-spectrum of consumer and automotive segments.

Today, VOXX International is a global company....with an extensive distribution network that includes some of the world's Fortune 500 companies and an international footprint in [Europe](#), [Asia](#), [Mexico](#) and [South America](#), and a growing brand portfolio, which is now comprised of over 30 trusted brands including [Audiovox®](#), [Klipsch®](#), [RCA®](#), [Invision®](#), [Jensen®](#), [Acoustic Research®](#), [Jamo®](#), [Energy®](#), [Mac Audio®](#), [Magnat®](#), [Heco®](#), [Schwaiger®](#), [Hirschmann®](#) and [Oehlbach®](#). 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.

About Dice Electronics:

DICE Electronics has been an industry leader in enabling digital media and wireless technology integration in vehicles for the Aftermarket and OEM for automakers. With a concentration on engineering and design, their commitment to quality drives continual development on cutting edge devices that meet customer's needs and innovative the solutions needed in the quickly evolving vehicle technology market.

Investing in up and coming technologies through in-house engineering, technology licensing and partnerships has contributed to their success over the years. They continue to lead the integration market by increasing resources and recruiting talented managers and engineers. The company's design and manufacturing initiatives focus on using the latest technology advancements with eco-friendly packaging and component selection.

Safe Harbor Statement

Except for historical information contained herein, statements made in this release that would constitute forward-looking statements may involve certain risks and uncertainties. All forward-looking statements made in this release are based on currently available information and the Company assumes no responsibility to update any such forward-looking statement. The following factors, among others, may cause actual results to differ materially from the results suggested in the

forward-looking statements. The factors include, but are not limited to risks that may result from changes in the Company's business operations; our ability to keep pace with technological advances; significant competition in the mobile and consumer electronics businesses as well as the accessories business; our relationships with key suppliers and customers; quality and consumer acceptance of newly introduced products; market volatility; non-availability of product; excess inventory; price and product competition; new product introductions; the possibility that the review of our prior filings by the SEC may result in changes to our financial statements; and the possibility that stockholders or regulatory authorities may initiate proceedings against VOXX International Corporation and/or our officers and directors as a result of any restatements. Risk factors associated with our business, including some of the facts set forth herein, are detailed in the Company's Form 10-K for the fiscal year ended February 28, 2011.

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