



Audiovox First to Launch Rear-Seat Dyle™ Mobile TV Experience For Automobiles in the US

LAS VEGAS, NV – JANUARY 7, 2013 – LVCC, CENTERHALL, BOOTH 10415 - [Audiovox Electronics Corp.](#), a global leader in the automotive entertainment industry and wholly owned subsidiary of [VOXX International Corporation](#) (NASDAQ: VOXX), announced plans to develop the first [Dyle](#) enabled rear seat car entertainment systems. The product will be sold and professionally installed through Audiovox's channels of distribution, including 12-volt retail specialists, expeditors who service car dealers, electronic retailers, car dealers and the company's OEM customers.

[Dyle mobile TV](#) is the consumer-facing brand launched by [Mobile Content Venture](#) (MCV) to enable live mobile television content from 18 major broadcast groups including Pearl LLC (Belo Corp., Cox Media Group, E.W. Scripps Co., Gannett Broadcasting, Hearst Television Inc., Media General Inc., Meredith Corp., Post-Newsweek Stations Inc. and Raycom Media) as well as Fox, ION Television, Univision, Bahakel, LIN, Telemundo, NBC, ABC and CBS. Dyle is available from more than 90 stations in 35 markets, reaching approximately 55 percent of the U.S. population.

Audiovox has been a leader in mobile video and rear seat entertainment since the category's introduction, providing consumers with a wide variety of systems and content options. The combined Audiovox Dyle systems will allow content-rich programming that includes live news, sports, and entertainment through Dyle mobile TV.

“With over 100 million cars on the road today, the automobile back seat represents a great new audience for live TV. We think this lays important groundwork for a new class of in-vehicle entertainment services,” said Salil Dalvi and Erik Moreno, co-General Managers of MCV. “We are thrilled to partner with [Audiovox](#) and deliver the [Dyle mobile TV](#) experience to consumers in their cars.”

“Together with Dyle mobile TV, we are leading the way in delivering live broadcast television to consumers when they want it the most: on-the-go and on-the-road,” said Tom Malone, President of Audiovox Electronics Corporation. “As a leader in automotive entertainment, Audiovox is committed to providing the latest integrated technology for today's consumers who seek a seamless entertainment experience in their vehicles.”

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

For more information on Audiovox's Mobile Entertainment product lines please visit:
www.audiovoxproducts.com.

About Dyle™ Mobile TV:

Dyle™ Mobile TV is offering consumers a new, easy way to experience and enjoy live broadcast television on their mobile devices at home or on-the-go. Available at no additional cost through 2012, the Dyle application enables live broadcast programming - such as local and national news, as well as sports and entertainment content, utilizing the ATSC mobile DTV standard, on mobile devices featuring Dyle. With compatible devices launching in 2012, Dyle will be available in 35 US markets, potentially reaching 55 percent of the population, and will add additional network programming and hardware in the future. Dyle is operated by the Mobile Content Venture (MCV), a joint-venture of 12 major broadcast groups including Belo Corp., Cox Media Group, E.W. Scripps Co., Gannett Broadcasting, Hearst Television Inc., Media General Inc., Meredith Corp., Post-Newsweek Stations Inc. and Raycom Media, all of which are part of the standalone entity known as Pearl, LLC, as well as Fox, ION Television and NBC. For more information, visit www.dyle.tv.

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 and is the exclusive provider of SiriusXM satellite radio products in the aftermarket. AEC is also a recognized leader in the marketing of automotive entertainment, Location Based Services (LBS), rear observation, 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.voxxintl.com.

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 29, 2012.

Press inquiries:

For Mobile Content Venture:
Todd Cadley, 646-202-9787

Horn Group:
Todd.cadley@horngroup.com
Follow MCV/Dyle on Twitter: @DyleMobileTV

For Audiovox Electronics Corp:
Jeremy Stoehr
631.436.671
jstoehr@audiovox.com
[Audiovox on Facebook](#)