

Audiovox Expands “InSite” Wireless Separation / Anti-Loss Alarm Product Line

Product offering includes low energy, ultra slim and child locating wireless tethering solutions

LAS VEGAS, NV – JANUARY 7, 2013 – LVCC, CENTERHALL, BOOTH 10415 --Audiovox Electronics Corporation (AEC), a wholly-owned subsidiary of VOXX International Corp. (NASDAQ: VOXX), announced today the expansion of its [InSite wireless separation and anti-loss product line](#), with four new models. The two, child locator separation alarms, have an operating range of up to 150 feet away, a loud 90dB ring that will bring instant attention to a child’s location and they come in two different styles -- soccer ball and flower. The other devices are both Bluetooth® smart, 4.0 low energy wireless separation / anti-loss alarm with Insite app and are compatible with the iPhone 4S, 5 & newer models, the iPad 3rd & 4th Gen, and the iPad Mini & newer models. Simply pair the device to your Bluetooth-enabled product or attach the signal transmitter to your valuable devices. The receiver will alert you via alarm if you leave a pre-determined area without your valuable electronics.

“According to the FBI, over 2,000 missing child reports are received PER DAY; there are over 58,000 real abductions in the U.S. annually and over 800,000 kids are reported lost every year. These unbelievable stats highlight the need to protect our children and loved ones. Audiovox believes our two new systems provide a low cost but effective separation alarm solution that is a much needed necessity. Our separation alarms are fun for kids and great for a parent's peace of mind,” said Tom Malone, President, Audiovox Electronics Corp.

Malone continued, “There are millions of iPhone, iPad and iPad Mini models in the market today that offer low energy Bluetooth. Our new Bluetooth low energy devices are an easy decision for consumers to keep track of those valuable devices. Low energy means the battery will last for over one year and uses low power for Bluetooth connection, which won’t drain a device’s battery like previous Bluetooth versions. We also partnered with Phone Halo to develop a mobile app which will allow for two-way functionality between the InSite device and smartphone or tablet.”



The CRF103 (soccer ball style) and CRF104 (flower style) child locator separation alarms have an operating range of approximately 150 feet away, a loud 90dB ring which bring instant attention to a child’s location and use a coin cell battery.

The simplicity of the technology is what works best for these alarms...the parent carries a transmitter on a keychain or purse and presses the alarm button on the receiver unit if the child is suddenly out of view. By using the velcro strap, the receiver can attach to several items, like a sneaker, belt loop, back pack and more. The CRF103 (soccer ball style) and CRF104 (flower style) will be available in the spring with an MSRP of \$34.99.



The LBL808 and LBL809 ultra slim, tiny Bluetooth smart, 4.0 low energy wireless separation / anti-loss alarms are also compatible with iPhone 4S, 5 & newer as well as iPad 3rd & 4th Gen, iPad Mini & newer models. These receivers feature a coin cell battery which lasts for

approximately one year of continuous use, alerts users when a device or phone becomes separated by Bluetooth distance of an estimated 30-60 feet and comes with a downloadable app for two-way functions. The app provides the ability to ring a device, link status, control battery levels, and has a GPS location map which shows where the device was last seen. It also allows customizable rings or song selections and permits multiple devices to be used on the same app. The LBL808 and LBL809 will be available in the spring with and MSRP of \$39.99.

“Smartphones have tremendous untapped potential to help solve our daily problems. InSite harnesses new wireless capabilities to provide a solution to the problem of losing wallets, keys, computers, and anything consumers could lose,” says Christian Smith, Phone Halo co-founder. “InSite is a simple alternative to searching for lost keys in the morning and leaving your wallet in a restaurant.”

For more information on where to purchase tags and download the software, go to www.phonehalo.com/ces

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

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

For more information on the Audiovox branded product lines, please visit: 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](http://www.voxxi.com) (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 Car Communication®](#) 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.

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