



NEWS RELEASE

## VOXX Accessories Corp. Introduces Revolutionary Soundflow Wireless Audio

*Soundflow lets consumers enjoy smartphone audio in a big way*

**LAS VEGAS, NV – JANUARY 7, 2013 – LVCC, CENTER HALL, BOOTH 10404 – VOXX Accessories Corp.**, a wholly-owned subsidiary of VOXX International Corp. (NASDAQ: VOXX), announced today the launch of a new line of products incorporating Soundflow wireless audio, which instantly transforms smartphone audio into sound that's rich and full. Soundflow requires no wires, no pairing. All you do is lay your smartphone on top of the product's built-in Soundmat. Soundflow does the rest by flowing your smartphone audio to larger speakers. Soundflow wireless audio supports virtually all brands and models of today's smartphones. In fact, almost any portable device with a speaker works with Soundflow wireless audio. VOXX Accessories Corp. will introduce 3 products featuring Soundflow wireless audio in 2013: 2 under the [RCA](#) brand and one (1) under the [Acoustic Research](#) brand.



“Soundflow grew out of a simple desire: to make it as easy as possible to turn smartphone audio into sound that's rich and full enough to enjoy out loud. Soundflow improves upon an existing technology - magnetic coupling - to give consumers the most straightforward way of enjoying the music on their smartphones,” said David Geise, President of VOXX Accessories Corporation. “Making the technology suit the idea, however, was a bigger task than making a different speaker. To be more than just a novelty

widget, Soundflow needed to fit the way consumers use their smartphones, satisfying expectations for aesthetics, performance, and functionality, which required extensive consumer research, together with an intimate knowledge of the engineering and design principles at work.”

Soundflow integrates into the home, adding sound seamlessly and simply wherever consumers need it, fulfilling a real consumer need in the easiest, most straightforward way possible. VOXX Accessories Corp. is bullish on the future of the “contact” wireless sound market, with aggressive schedules for rolling out an extensive line of Soundflow products for audio around the home through the coming year and beyond.

### **The RCA Wireless Dock Clock Radio with Soundflow (RC250)**



VOXX Accessories Corp. begins its line of Soundflow products with the RC250 Wireless Dock Clock Radio with Soundflow. The RC250 uses Soundflow technology to turn smartphone audio into richer, fuller sound. Just put your smartphone on the RC250 Soundmat, and Soundflow does the rest, amplifying smartphone audio through the larger speakers on the wireless dock. The

RC250 also features 1 USB charging interface that supports iPhone, Android, eReaders and most tablets, clock radio functions such as dual wake and FM radio, as well as a .9" LED display. The RC250 will be available in May of 2013 and will retail for \$29.99.

Geise continued, "In our market research for Soundflow, we've found overwhelming interest in the concept from consumers. To turn this interest into action, we've identified locations around the home where sound can be added to a strategic spot. The nightstand, for example, is an area of the home that has multiple functions and limited space. Still, consumers increasingly ask their nightstands to accommodate a smartphone as well. Our Soundflow wireless audio tabletop and clock radio pieces add smartphone music and charging to traditional nightstand functionality in a single item, starting at less than \$30. We've designed Soundflow to add simplicity, not clutter."

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

For information on becoming a RCA Dealer in the US, email us at [newaccountsinfo@audiovox.com](mailto:newaccountsinfo@audiovox.com)

To learn more about RCA Soundflow product line, please visit <http://www.rcaaudiovideo.com/audio/clock-radios/>

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**About VOXX Accessories Corporation (VAC):**

[VOXX Accessories Corporation](#) (VAC) is a wholly owned subsidiary of VOXX International Corporation (NASDAQ:VOXX), a leading, global supplier of premium speaker systems, consumer electronics products and consumer electronics accessories. The Company is the number one, premium high-end loudspeaker company in the world, the number one universal remote supplier and is also a recognized leader in the marketing of connectivity and antenna products. Its' extensive distribution network includes 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 ranks among the top ten in almost every category in which they sell. Brands include [RCA](#)®, Jensen®, [Terk](#)®, [Acoustic Research](#)®, [808](#) and [SURFACE CLEAN](#).

For additional information, please visit our Web site at [www.voxxintl.com](http://www.voxxintl.com) and click on [RCA](#) or [Acoustic Research](#) for specific product info.

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**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 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.voxintl.com](http://www.voxintl.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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