



AUDIOVOX®

NEWS RELEASE

Audiovox Module Turns Any Factory Keyless Entry into a Security/Remote Start System

Industry first is 2011 CEA Innovation Honoree Award Winner

LAS VEGAS – January 5, 2011 – International CES, Center Hall, Booth 10406-10418 – Audiovox Corporation (NASDAQ: VOXX) today announced the introduction of the industry’s first upgrade module that turns a basic factory keyless entry system into a vehicle security and remote start system. There is no separate security or remote start system required and what’s best no additional keychain transmitter is required. Simply use the existing keyless entry transmitter to control the security and remote start features as well.

“Through its family of security brands, Prestige, Pursuit, Audiovox and Code Alarm, Audiovox has long been a leader in the remote start/security category. That leadership has been driven by innovation and this newest system is one of the most innovative yet,” said Tom Malone, President of Audiovox Electronics Corp. “The AS9233ST works with most factory OE system especially those that use the embedded key/transmitter system for keyless entry. The integration is seamless and allows for one transmitter to manage all systems....keyless entry, vehicle security and remote start.”



The ASP233ST will accept up to 4 remote transmitters, comes with a glass mount antenna with built-in LED lights and valet switch. It has a dual stage shock sensor (lite touch – full touch), starter interrupt output with relay included, onboard relay for flashing lights and start confirmation with parking light flash. The factory keyless upgrade input allows the factory

transmitter to control the remote start and security features. Example- arm the security system by pressing the “Lock” button of the factory transmitter and disarm the security system by pressing “Unlock”. Remote start the vehicle using the same factory transmitter by following a preprogrammed activation sequence. This system also comes with (2) one-button StartStick transmitters that allow for extended range use (beyond the range of the factory keyless transmitter) Manufacturer’s Suggested Retail Price (MSRP): \$279.99. Available now.

Malone concluded, “We believe this new system with its innovative functionality and features continues to demonstrate our commitment to remaining a category leader. It will give our dealers the opportunity to upgrade their customers with a quick solution that solves the problem of two transmitters, especially in those vehicles where the key is imbedded in the keyless entry transmitter.”

- more -

For a full list of features and specifications, visit www.mobile.audiovox.com

[Fan us on Facebook](#)

[Follow us on Twitter](#)

[View us on YouTube](#)

[See us on flickr](#)

About Audiovox

Audiovox (NASDAQ:VOXX) is a recognized leader in the marketing of automotive entertainment, vehicle security and remote start systems, consumer electronics products and consumer electronics accessories. The company is number one in mobile video and places in the top ten of almost every category that it sells. Among the lines marketed by Audiovox are its mobile electronics products including mobile video systems, auto sound systems including satellite radio, vehicle security and remote start systems; consumer electronics products such as MP3 players, digital camcorders, DVRs, Internet radios, clock radios, portable DVD players, multimedia products like digital picture frames and home and portable stereos; consumer electronics accessories such as indoor/outdoor antennas, connectivity products, headphones, speakers, wireless solutions, remote controls, power & surge protectors and media cleaning & storage devices; Energizer®-branded products for rechargeable batteries and battery packs for camcorders, cordless phones, digital cameras and DVD players, as well as for power supply systems, automatic voltage regulators and surge protectors. The company markets its products through an extensive distribution network that includes power retailers, 12-volt specialists, mass merchandisers and an OE sales group. The company markets products under the Audiovox, Advent, RCA, Jensen, Acoustic Research, Energizer, Excalibur, Code Alarm, Invision, Prestige, Schwaiger, SURFACE and Terk brands. For additional information, visit our Web site at www.audiovox.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 wireless 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 Audiovox 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, 2010 and in its most recent quarterly filing with the Securities and Exchange Commission (SEC).

Audiovox Contacts:

Jeremy Stoehr
Phone: 1-631-436-6371
Email: jstoehr@audiovox.com

Laurie Shulman, Marina Maher Communications
Phone: 1-212-485-6865
Email: lushulman@mahercomm.com

#