



November 18, 2014

## VOXX Electronics Corporation and AT&T Sign International Data Agreement

### New Agreement Expands VOXX's Car Connection Program

HAUPPAUGE, N.Y., Nov. 18, 2014 /PRNewswire/ -- VOXX International Corporation (NASDAQ: VOXX), today announced that its wholly owned subsidiary, VOXX Electronics Corporation (VEC) and AT&T have signed an agreement to offer wireless data service to VOXX international Telematics users on a global basis. VOXX currently promotes and sells the Car Connection product line and services in the United States. With this agreement, VOXX Electronics is now able to provide service to their Car Connection Telematics customers internationally. Additionally, VOXX Electronics and AT&T also reached agreement on a new LTE 4G data plan program for the U.S.

"We have several programs under review outside of the U.S., and working with AT&T on these efforts is exciting for the potential customers who will benefit as a result," said Dan Murphy, VP of Telematics Solutions for VOXX Electronics Corporation. "Through this agreement, we have the ability to expand outside of the U.S. and further grow the number of users of our Car Connection program."

VOXX Electronics initially introduced its Car Connection Telematics device in November 2013, launching at select retail outlets nationwide. Car Connection, an M2M-based OBD device that provides up to nine in-car wireless connected vehicle services, was designed to enable consumers to monitor, manage and maintain their vehicle's health, driving habits and location, and through optional ZoomSafer technology, restrict cell phone usage while driving. Many of these services can also be used for Business to Business applications such as small fleets. In June 2014, the Company announced the formal launch of its Insurance Discount Program, aligning with three insurance carriers, including Liberty Mutual Insurance, American Family Insurance, and The General Insurance. The new insurance program provides consumers with the ability to save hundreds of dollars on their car insurance policy when they sign up for Car Connection.

"Car Connection is currently available in our U.S.-based retail stores and online, and now we can expand the program to other markets," said Chris Penrose, senior vice president, Internet of Things, AT&T Mobility. "We look forward to working with VOXX Electronics over the coming years and expanding this program, as we believe driver safety and vehicle maintenance are two very important issues for consumers across the world. The ability to block texting while driving is such an important feature and has received significant attention in the U.S. With VOXX Electronics, we can bring these important features to our global customer base."

#### Car Connection Key Features:

- **Driver Scoring:** Monitor driver habits. Great for coaching new or aging drivers.
- **Fuel Savings:** Monitor daily driving habits and generate reports. Gives fuel savings tips.
- **Vehicle Location:** Know where your vehicle is, or where it is heading. Track online or from a smartphone in real-time. Notifies you if your vehicle has been moved or towed.
- **Restrict Phone Usage:** Smartphone app for Android and Blackberry to limit control of the phone while driving.
- **Safety Zones:** Know where and when your teen or aging driver travels. Set boundaries and receive notifications and alerts when a boundary is breached.
- **Vehicle Health:** Know what your mechanic knows before you go for a service.
- **LotSpot:** Guides you back to your car no matter where you are.

Car Connection is available in the USA today. You can find full details on the Car Connection website at [www.mycar-connection.com](http://www.mycar-connection.com).

For more information on becoming a VOXX Electronics Dealer in the US, email us at [newaccounts@audiovox.com](mailto:newaccounts@audiovox.com).

#### About VOXX Electronics Corporation

VOXX Electronics Corporation (VEC) is a wholly-owned subsidiary of VOXX International Corporation (NASDAQ:VOXX), a leading, global supplier of mobile and consumer electronics products. VEC is a recognized leader in the marketing of automotive entertainment, Location Based Services (LBS), rear observation systems, and vehicle security. The company has recently added new product categories that include imagery with its action cameras and biometrics with its iris identification products. 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.

VOXX Electronics possesses a strong brand portfolio and its products rank among the top ten in almost every category in which they sell. Primary brands include [Audiovox®](#), [Invision®](#), [Jensen®](#), [Car Connection](#), [Omega®](#), [Advent®](#), [Code Alarm®](#), [Prestige®](#), [Pursuit®](#) and [Excalibur®](#). For additional information, please visit our Web site at [www.audiovoxproducts.com](http://www.audiovoxproducts.com).

### **About VOXX International Corporation**

VOXX International Corporation (NASDAQ:VOXX), formerly Audiovox Corporation, was formed over 45 years ago and has grown into a worldwide leader in many automotive and consumer electronics and accessories categories, as well as premium high-end audio. Through its wholly-owned subsidiaries, VOXX International proudly is recognized as the #1 premium loudspeaker company in the world, and has #1 market positions in automotive video entertainment and remote starts, digital TV tuners and digital antennas. The Company's brands also hold #1 market share for TV remote controls and reception products and leading market positions across a wide-spectrum of other consumer and automotive segments.

Today, VOXX International Corporation is a global company, with an extensive distribution network that includes power retailers, mass merchandisers, 12-volt specialists and most of the world's leading automotive manufacturers. The Company has an international footprint in Europe, Asia, Mexico and South America, and a growing portfolio, which now comprises over 30 trusted brands. Among the key domestic brands are Klipsch®, RCA®, Invision®, Jensen®, Audiovox®, Terk®, Acoustic Research®, Advent®, Code Alarm®, CarLink®, 808®, AR for Her®, and Prestige®. International brands include Hirschmann Car Communication®, Klipsch®, Jamo®, Energy®, Mirage®, Mac Audio®, Magnat®, Heco®, Schwaiger®, Oehlbach® and Incaar™. 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 statements. 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 automotive, premium audio and consumer accessories businesses; 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; foreign currency fluctuations and concerns regarding the European debt crisis; restrictive debt covenants; 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, 2014.*

#### **Investor Relations Contact:**

Glenn Wiener, President  
GW Communications  
Tel: 212-786-6011  
Email: [gwiener@GWCco.com](mailto:gwiener@GWCco.com)

#### **Media Relations Contact:**

Larissa Bertolotti  
VOXX International Corporation  
Tel: 631-436-6408  
Email: [lbortolotti@voxxintl.com](mailto:lbortolotti@voxxintl.com)

SOURCE VOXX International Corporation

News Provided by Acquire Media