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## **VOXX Electronics and Steelmate Automotive Sign Exclusive Distribution Agreement**

### **The Company will use Steelmate as an OE supplier for collision avoidance accessories**

HAUPPAUGE, N.Y., July 22, 2014 /PRNewswire/ -- [VOXX Electronics Corp \(VEC\)](#), a wholly-owned subsidiary of [VOXX International Corp.](#) (NASDAQ: VOXX), today announced the Company has entered into a distribution agreement with Guangdong Steelmate Security Co., Ltd (Steelmate) whereby Steelmate will supply to VOXX Electronics on an exclusive basis their full line of collision avoidance and advanced automotive accessories for the company's automotive brands. In addition, under the terms of the agreement, VOXX Electronics Corporation has the option to distribute select products under the Steelmate brand should marketing needs or channel management dictate it.

The first products to hit the market under this agreement include the DVR 700 In-Vehicle Dashboard Event Video Recorder that mounts on the windshield just behind the rear view mirror and records continually so you can record interesting, fun experiences during your travels as well as any accidents or fender benders you may encounter. Should you have an accident, G sensors in the camera automatically lock the currently recorded section from 10 seconds prior to 10 seconds after the incident so that the key video segment cannot be erased or recorded over thus giving you a permanent record of the event.

Other new Collision Avoidance products from the Steelmate manufacturing agreement include the Company's latest parking assist systems -- the **PSB110**, a 4 sensor complete system with buzzer including 3 stages of audible beep to indicate distance and the **PSB120**, a 4 sensor system with dual color LED Display also including 3 stages of audible beep to indicate distance as well as a digital distance display.

"As a leader in the 12-Volt aftermarket, VOXX is always looking to expand product offerings to meet consumer demand for new technologies. Steelmate is a respected supplier of Advanced Accessory products with an emphasis on driving safety that is clearly a consumer hot button," said Tom Malone, President, VOXX Electronics Corp. "This new agreement will allow us to bring additional products into our newly introduced Advanced Driver Assistance System line giving our retail partners additional profit opportunities and satisfying the consumer's desire for safety products."

The Steelmate brand will be available to VOXX Electronics Corporation, a wholly owned subsidiary of VOXX International Corp., (NASDAQ: VOXX) should the company have a circumstance where they would use it.

For more information on the complete line of Audiovox Collision Avoidance products please visit: [www.audiovoxproducts.com](http://www.audiovoxproducts.com)

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

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### **About VOXX Electronics Corporation (VEC):**

[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. 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) is the new name for Audiovox Corporation, a company that was formed over 45 years ago as Audiovox that has grown into a worldwide leader in many automotive and consumer electronics and accessories categories, as well as premium high-end audio. Today, VOXX International 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. For additional information, please visit our Web site at [www.voxxintl.com](http://www.voxxintl.com).

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