



News Release

RCA MP3 Players with Exclusive easyRip Media Software Are Simple to Use, Offer Fast and Easy Access to Most Frequently-Used Functions

Products Simplify Loading and Managing AV Content and Are More Intuitive Than Competitive Media Players

Las Vegas NV – January 7, 2009 - International CES, Booth 11006-10506 - Audiovox Corporation (NASDAQ: VOXX). With thousands of MP3 players in the market today, RCA has broken through the clutter of difficult-to-load and hard-to-operate competitive products with a line of digital media players that are the easiest to use players on the market thanks to RCA's exclusive easyRip™ Media Software.



easyRip Media Software is automatically activated when RCA MP3 players are connected to a PC, without needing a separate, extra CD-ROM installer like competitive products require. EasyRip allows for quick and simple loading and management of AV content and provides fast and easy access to frequently used functions. It is more intuitive than other jukeboxes and media players and, with interactive desktop tools, provides the user with a refreshingly easy experience.

Immediately after activating the MP3 player on a computer, widget icons (also called “widgets”) appear on a PC and interactive desktop tools give quick and easy access to the most used activities. The easyRip software helps users organize a PC music library's music, videos, photos and playlists. The user can view and sort by artist, album and genre.

A user-friendly search bar provides quick and efficient access to files while serving up all the necessary information to edit, manage, and view those files. There are several ways to capture and upload music and video to RCA digital media players. First, the easyRip CD Ripper feature lets users easily download music directly to a PC library or the RCA digital media device. Next, the video recorder can capture Web video for playback on RCA video-capable devices. Additionally, the audio recorder captures any audio playing on a PC including streaming audio from the Web. Finally, the Media Playlists feature helps create personalized sets of songs or playlists, which can be quickly assembled, managed and edited. “EasyRip Media Software is the answer for getting the most complete, quality playback performance from RCA MP3 players,” said Tom Malone, president, Audiovox Electronics Corporation.

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RCA Lyra Slider MP3 Players

The new RCA 'Slider' MP3 Players are the latest models to feature the easyRip software. Available in two new 16GB (SL5016) and 8GB (SL5008) configurations, the Lyra models both feature a big 2.2-inch full color TFT LCD display and the company's latest sleek slide design. Music, books, podcasts and most downloads and subscription services can be played back in MP3 or WMA. Play back special photos (in JPEG format) and enjoy the FM radio with 20 presets for easy access to favorite stations, plus voice recording capability. Video playback is also included, and RCA's exclusive easyRip software automatically converts common video formats for playback on the player. A built-in Lithium battery assures up to 30 hours of audio and 5 hours of video playback.

Manufacturer's Suggested Retail Prices: Model SL5008 (8GB) - \$99.99; Model S5016 (16GB) - \$119.99.

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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, clock radios, portable DVD players, portable GPS, flat-panel TVs, extended range two-way radios, 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, RCA, Jensen, Acoustic Research, Energizer, Advent, Code Alarm, TERK, Prestige and SURFACE brands. For additional information, visit our Web site at www.audiovox.com.

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 29, 2008 and Form 10-Q for the fiscal second quarter ended August 31, 2008.

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