



Universal Electronics and RadioShack Team Up To Introduce Newest Member of Kameleon Product Family

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CYPRESS, Calif. and FORT WORTH, Texas, April 12 /PRNewswire-FirstCall/ -- Universal Electronics Inc. (UEI) (Nasdaq: UEIC) and RadioShack Corp. (NYSE: RSH) today announced that the leading consumer electronics specialty retailer will begin selling a new version of UEI's innovative Kameleon(TM) technology-based universal remote control. The RadioShack Kameleon 8-in-1 remote control is capable of operating up to eight home entertainment devices for the growing digital home of today's consumer.

Following the highly successful introduction of the Kameleon 6-in-1 remote last year, the RadioShack 8-in-1 Kameleon remote offers expanded capabilities to control additional devices that are quickly populating the home theater systems of households across the country.

Marketing research and consulting firm Parks Associates estimates that more than 40 million households now have a DVD player, and devices such as digital video recorders (DVRs) are now quickly gaining traction into the estimated \$150 billion market for digital entertainment content and products.* The new RadioShack 8-in-1 Kameleon is not only designed to control more devices, but also is equipped with new features such as a remote finder, which helps the user locate the remote control if it has been misplaced, as well as Commercial Skip, which is a key benefit to those who own commercial-skipping DVR devices such as TiVo or ReplayTV systems.

The 8-in-1 control is based on UEI's Kameleon technology, which intelligently illuminates only the buttons necessary to operate features for the intended electronic device, including televisions; stereo receivers; satellite or cable TV set-top boxes; and CD, VCR or DVD players. Kameleon technology offers unique backlighting options to improve viewing and animated buttons that clearly indicate which mode is active and which electronic device is being controlled.

RadioShack's latest Kameleon remote adds to the retailer's existing line of sleek, ergonomic and advanced UEI remotes, which are capable of controlling four, six and now a remarkable eight devices. These remote controls fit the varying needs and budgets of today's diverse households.

With the increasing adoption of digital content and devices in today's households, illustrated by the fact that DVR subscriptions doubled in 2003, many consumers are seeking a single remote control capable of intuitively powering all their home entertainment products. The 8-in-1 design utilizes Kameleon's menu-driven interface as well as proprietary UEI technologies such as Commercial Skip (patent pending) and Commercial Mute to enhance the user experience.

"UEI's family of Kameleon-based products produced a significant increase in RadioShack universal remote control sales in 2003," said Stu Asimus, senior vice president and chief merchandising officer at RadioShack. "The ongoing sales success of our Kameleon 6-in-1 universal remote control also spurred demand for the lower-priced, streamlined four-device Kameleon. However, it also pointed out the need of many of our customers for a single control capable of managing up to eight devices. We now have innovative Kameleon remote control solutions to fit literally any home entertainment configuration."

"Consumers have more home entertainment devices today than ever before and are demanding a way to simplify the control experience," said Paul Arling, chairman and chief executive officer at UEI. "The Kameleon 6-in-1 was the first Kameleon product introduced in North America in 2003 and was a tremendous success. We are thrilled to help RadioShack round out its Kameleon product family with the new 8-in-1."

RadioShack's nearly 7,000 U.S. retail stores have experienced firsthand the demand for Kameleon devices.

In addition to showcasing patented UEI cornerstone technologies, including learning and macro capabilities, the RadioShack 8-in-1 Kameleon (MSRP \$79.99) introduces several innovative and proprietary UEI features including these:

- The all-new radio frequency (RF) remote finder allows users to locate their Kameleon remote control via a distinct signal when it is misplaced. The Radio Shack 8-in-1 Kameleon is the first Kameleon product with this useful new feature.
- Commercial Skip allows users to quickly fast-forward through commercials and avoid advertisements when used in conjunction with their DVR-enabled device.
- Commercial Mute enables the user to program a desired volume level for commercials to eliminate volume fluctuation when programming switches between commercials and shows.

With more than 200 million units in the marketplace, UEI offers a variety of easy-to-use wireless control devices and advanced, programmable universal remote controls and touch-screen home controls, including its lines of Kameleon, One For All® and Nevo(TM) products. The company's industry-leading database of infrared codes ensures that RadioShack customers can operate multiple devices regardless of manufacturer.

About Universal Electronics

Universal Electronics Inc., based in Southern California, develops software, firmware and turnkey solutions designed to enable consumers to

wirelessly connect, control and interact with an increasingly complex home environment. The company's primary markets include original equipment manufacturers (OEMs) in consumer electronics and personal computing, as well as multiple system operators in the cable and satellite subscription broadcasting markets. Over the past 16 years, the company has developed a broad portfolio of patented technologies and the industry's leading database of home connectivity software that it licenses to its customers, including many leading Fortune 500 companies. In addition, UEI sells its universal wireless control products to distributors and retailers in Europe, Asia, Latin America and Australia under the One For All brand name. More information about UEI can be obtained at <http://www.uei.com>.

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This press release contains forward-looking statements that are made pursuant to the Safe-Harbor provisions of the Private Securities Litigation Reform Act of 1995. Words and expressions reflecting something other than historical fact are intended to identify forward-looking statements. These forward-looking statements involve a number of risks and uncertainties, including the timely development, ordering, delivery and market acceptance of products and technologies identified in this release; the Company's continued ability to design products in a fashion that results in its technology becoming the standard for handheld devices; the continued importance of the Company's database of codes; and other factors described in the Company's filings with the Securities and Exchange Commission. The actual results that the Company achieves may differ materially from any forward-looking statement due to such risks and uncertainties. The Company undertakes no obligations to revise or update any forward-looking statements in order to reflect events or circumstances that may arise after the date of this release.

NOTE: Kameleon, One For All and Nevo are registered trademarks or trademarks of Universal Electronics Inc. Other product or service names mentioned herein are the trademarks of their respective owners.

Source: Universal Electronics Inc.