



Universal Electronics' Kameleon Remote Included in MTV Movie Awards Gift Bag

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MTV Bags One for All Kameleon 8 for Celebrities

CYPRESS, Calif., June 1 /PRNewswire-FirstCall/ -- More than 80 presenters, performers and hosts will receive a One For All(R) Kameleon(TM) 8 from Universal Electronics Inc. (UEI) (Nasdaq: UEIC) at the 13th Annual MTV Movie Awards. Airing on June 10, the festivities are expected to be viewed by over 400 million households worldwide.

While award recipients will win an acclaimed golden popcorn bucket, many other participants will be taking home a different prize. The One For All Kameleon 8 remote included in this year's gift bag allows recipients to seamlessly control all their audio-video equipment at home through Kameleon's innovative Intelligent Illumination feature. This feature intuitively lights up only the keys needed to operate each device in the home theater system, eliminating the confusing key clutter often associated with traditional remote controls. Every celebrity receiving a Kameleon 8 in their gift bag can enjoy channel surfing, listening to their favorite music and playing their favorite movies with one of the easiest, most-advanced remote controls on the market.

Widely talked about by viewers, celebrity gift bags have become an important element of awards shows in recent years. Featuring the season's hottest products, with everything from fashion accessories and fragrances to consumer electronics, the gift bags are a way for MTV to show participants its appreciation for their involvement in the program. Universal Electronics, a Southern California-based company, has long been on the forefront of the digital entertainment control market, with its technology powering such brands as One For All and other major consumer electronics brands worldwide.

"We are pleased to be included in the MTV Movie Awards Gift Bag," said Rob Lilleness, president and COO of Universal Electronics. "While our advanced Kameleon technology would complement any glamorous setting featured in 'MTV Cribs,' we've designed our products to adorn the living rooms of celebrities and the typical consumer alike. The home entertainment environment has become increasingly complex, and we focus on delivering the control technologies to simplify the connected home."

Available at most major retailers, including Best Buy, Circuit City and Fry's Electronics, the One For All Kameleon 8 has an MSRP of \$89.99. More information about this or any other Kameleon products from Universal Electronics can be found at <http://www.mykameleon.com/>.

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/>.

NOTE: Kameleon and One For All are either 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.

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