



DIRECTV Adopts Universal Electronics' Technology to Deliver Standardized Remote Control Solution

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Nation's Largest Digital Multichannel TV Service Provider Selects UEI as Key Technology Provider to Enhance the Consumer Experience in the Connected Home

CYPRESS, Calif., Jul 19, 2004 /PRNewswire-FirstCall via COMTEX/ -- Universal Electronics Inc. (UEI) (Nasdaq: UEIC) today announced its agreement with DIRECTV Inc., a unit of The DIRECTV Group Inc. (NYSE: DTV), to supply UEI's patented connectivity software in DIRECTV remote controls through 2005.

DIRECTV, the nation's leading digital multichannel television service provider, with more than 12.6 million customers, has chosen UEI's technology to ensure that customers can easily operate their various home entertainment systems (e.g., DVD player, audio, television) via the DIRECTV remote. To standardize this control experience across the many set-top box platforms, DIRECTV selected UEI to provide the intelligence inside remote controls. UEI's connectivity software, which is composed of the world's most comprehensive and reliable library of brand-specific device and function codes, is designed with the end user in mind. As a result, the DIRECTV remote with universal device compatibility will further simplify remote control setup, enhance the out-of-box experience, and ultimately improve customers' satisfaction with DIRECTV products and services.

"The remote control is an important component of our system that customers use on a daily basis, so it has to be intuitive and user-friendly," said Roger Lambert, vice president, Engineering, DIRECTV Inc. "At DIRECTV we provide an unmatched television and entertainment experience to our more than 12.6 million customers nationwide, and by leveraging UEI's expertise in wireless control technology we are confident our remote will be best-in-class."

"DIRECTV is the pre-eminent provider of digital multichannel entertainment in the United States, and its commitment to the customer is evidenced by its attention to the complete consumer experience," said Paul Arling, chairman and chief executive officer at Universal Electronics. "We are proud to continue our relationship with DIRECTV, and this alliance also firmly secures our position in serving its growing customer base."

The new DIRECTV remote controls are now available with new DIRECTV Systems.

About DIRECTV Inc.

DIRECTV is the nation's leading digital multichannel television service provider, with more than 12.6 million customers. DIRECTV, the Cyclone Design logo are registered trademarks of DIRECTV Inc., a unit of The DIRECTV Group Inc. The DIRECTV Group is a world-leading provider of digital multichannel television entertainment, broadband satellite networks and services, and global video and data broadcasting. The DIRECTV Group is 34 percent owned by Fox Entertainment Group, which is approximately 82 percent owned by News Corporation Ltd.

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(R) brand name. More information about UEI can be obtained at <http://www.uei.com/>.

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: One For All is a registered trademark of Universal Electronics Inc. Other product or service names mentioned herein are the trademarks of their respective owners.

SOURCE Universal Electronics Inc.

Stephanie Trussell of Waggener Edstrom
+1-650-266-7037, or strussell@wagged.com
for Universal Electronics Inc.

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