



DIGITURK Selects Universal Electronics to Provide a Range of Control Devices and XMP Technology for Satellite TV Set-Top Boxes

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Deal With Turkey's Largest Satellite Television Operator With Over 700,000 Customers

CYPRESS, Calif., Sept. 9 /PRNewswire-FirstCall/ -- Universal Electronics Inc. (UEI) (Nasdaq: UEIC) today announced it has entered into an agreement through its wholly owned subsidiary Universal Electronics BV (UE BV) to exclusively provide the Omega(TM) and Zapper(TM) remote controls for DIGITURK's new interactive set-top box. DIGITURK, the largest subscription satellite television operator in Turkey, plans to distribute these set-top boxes to customers starting in August.

UE BV uniquely customized the Omega two-device universal remote controls for DIGITURK with region-specific infrared codes to control the advanced functionality of its DCR OPTV 3900 set-top box, as well as major television brands sold in the Turkish market. DIGITURK also will offer the Zapper remote control to subscribers who need a simple control device to operate their Philips DSX6010 set-top box along with their TV set.

This new agreement expands on a previous deal in which UE BV began supplying a DIGITURK-branded version of its Gamer(TM) infrared game controller to subscribers at the beginning of this year. By integrating the advanced functionality of the set-top box, the UE BV Gamer offers consumers simple and direct access to operate interactive video games delivered through DIGITURK's subscription service. The Gamer's "hot keys" execute commands quickly and accurately to improve players' enjoyment.

"The intelligent device design, highly customizable features and extensive code database offered by the Omega, Zapper and Gamer controls give us the flexibility to serve a diverse market," said Hatice Menigüven, chief operating officer at DIGITURK. "More importantly, these products deliver exceptional quality, functionality and value, which are essential for great customer satisfaction."

With over 700,000 subscribers, DIGITURK requires the highest levels of compatibility for its customers. Powered by UEI's world-class library of device codes, the Omega and Zapper remote controls are equipped to control virtually any brand of television. UEI's eXtensible Multimedia Protocol (XMP(TM)) technology further enables efficient and accurate two-way communication between UE BV's control devices and DIGITURK's interactive set-top box.

"This exclusive new agreement with DIGITURK gives us a leading presence in the Turkish market and an opportunity to work with one of Eastern Europe's most innovative television providers," said Rob Lilleness, president and chief operating officer at Universal Electronics. "It also further demonstrates our ability to deliver the right combination of advanced technology and outstanding value sought by many of the world's most prominent television providers."

About DIGITURK

Digital Platform was incorporated in March 1999 for the purpose of delivering direct-to-home (DTH) television program services to its subscribers under the DIGITURK brand name. DIGITURK is a superior digital TV platform offering its subscribers multichannel broadcasting with premium video and audio quality. DIGITURK broadcasts over the Eutelsat WA satellite and makes excellent digital broadcasting available throughout Turkey. DIGITURK has been on the air since the beginning of April 2000 and has more than 122 channels today.

Since operations began in March 2000, DIGITURK has grown to over 700,000 subscribers, with the total number of homes serviced in two years exceeding 3 million.

DIGITURK offers its subscribers interactive services such as home banking, home shopping, video gaming, as well as access to on-screen information via the remote control. Another innovation introduced by DIGITURK is the "Pay-Per-View" system, delivering fee-based access to select program packages, movies, concerts or sporting events.

About Universal Electronics

Universal Electronics Inc., based in Southern California, develops firmware and turnkey solutions as well as software 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 and other audio/visual accessories through its European headquarters in the Netherlands, and to distributors and retailers in Europe, Asia, Latin America, South Africa and Australia/New Zealand under the One For All(R) brand name. More information about UEI can be obtained at <http://www.uei.com>.

NOTE: Omega, Zapper, Gamer, XMP and One For All are registered trademarks or trademarks of Universal Electronics Inc.

Other product or service names mentioned herein are the trademarks of their respective owners.

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.

SOURCE Universal Electronics Inc.

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