



Universal Electronics to Provide Control at Fingertips for SIRIUS Satellite Radio Service Accessible Anywhere Within the Home

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UEI Innovation Extends Wireless Control Capabilities to Include
2-Way Metadata Communication Utilizing Z-Wave Technology with The
SIRIUS Conductor

Universal Electronics Inc. (UEI) (NASDAQ:UEIC) today announced a development relationship with SIRIUS Satellite Radio to provide a custom solution that would allow SIRIUS subscribers to access comprehensive information directly from the handheld media controller, while also providing seamless universal control of other traditional home entertainment devices, wirelessly, from up to 150 feet away.

SIRIUS Satellite Radio delivers more than 125 channels of the best programming in all of radio. SIRIUS is the original and only home of 100% commercial free music channels in satellite radio, offering 67 music channels available nationwide. SIRIUS also delivers 61 channels of sports, news, talk, entertainment, traffic, weather and data. SIRIUS looked to UEI to help design a system that could wirelessly communicate with and control the company's satellite radio service throughout the home. The solution would have to serve as an affordable accessory to enable users to enjoy content on any home audio system. It would also need to support the addition of a SiriusConnect(TM) Home Tuner, enabling users to listen to two different SIRIUS channels in different rooms of the house, all controlled from the SIRIUS Conductor handheld controller. Utilizing the Z-Wave(TM) wireless protocol, a wireless radio frequency (RF) based communications technology designed for residential control, UEI will be able to develop a truly unique and cost effective solution for SIRIUS subscribers.

UEI is working with SIRIUS on a customized solution that includes integrated hardware, software, and patented control technologies:

- SIRIUS Conductor Base: Integrates a SIRIUS tuner with a powerful 2-way RF adaptor, utilizing Z-Wave technology, which serves as the wireless bridge between the Conductor's handheld controller and any home stereo system with an available audio input.
- SIRIUS Conductor handheld controller: A 12-device universal controller with LCD display that not only sends commands to the SIRIUS Conductor base and other home theater devices, but also receives streaming metadata from SIRIUS, such as the current song title, artist and album, and displays this information directly over the unit's back-lit LCD screen. The handheld media controller also supports the navigation features that SIRIUS subscribers have become accustomed to such as channel presets and programming category lists.
- A host of UEI innovation: UEI technologies include its world-class connectivity software, learning, direct set and one-touch macro capabilities, all intended to ensure compatibility, ease of use, and end-user enjoyment.

"Z-Wave is the market leading wireless home control technology and quickly evolving into the wireless standard for home control," says Tony Shakib, chief executive officer at Zensys, the developer of Z-Wave. "Z-Wave already has a vast portfolio of platforms for controlling systems such as lighting, home entertainment, security, air-conditioning, and appliances, but UEI has taken Z-Wave applications to the next level by delivering 2-way metadata communication within the home in an application that offers a fantastic consumer experience."

"As SIRIUS continues to expand its product lineup, it is crucial to provide our customers with a solution to help them access our content quickly, easily, and affordably," said Bob Law, Senior Vice President and General Manager of the Consumer Electronics Division at SIRIUS. "UEI embraced this vision and was able to provide a fully-integrated solution that will help us extend our services into the home and allow our customers to enjoy SIRIUS' content like never before. UEI has a reputation as the leader in providing control solutions for home entertainment and was a natural choice in our decision to offer the SIRIUS Conductor solution for the home."

"Satellite radio has taken the entertainment world by storm, and it's no wonder when you look at just a sampling of SIRIUS offerings, including commercial-free music, live sports broadcasts, and celebrity talk programming," said Paul Arling, chairman and chief executive officer at UEI. "We are very excited to combine our wireless control expertise, while leveraging our industry affiliations, such as our membership in the Z-Wave Alliance, to seek out opportunities to help consumers fully enjoy the home entertainment offerings from a leader in satellite radio like SIRIUS."

The SIRIUS Conductor is expected to be available at retail in November for MSRP \$149.99.

About Universal Electronics

Founded in 1986, Universal Electronics Inc. (UEI) is the global leader in wireless control technology for the connected home. UEI designs, develops, and delivers innovative solutions that enable consumers to control entertainment devices, digital media, and home systems.

The company's broad portfolio of patented technologies and database of infrared control software has been adopted by many Fortune 500 companies in the consumer electronics, subscription broadcast, and computing industries. In addition, the company sells wireless control products to distributors and retailers under the One For All(R) brand name. More information about UEI can be obtained at <http://www.uei.com>.

About SIRIUS

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SIRIUS products for the car, truck, home, RV and boat are available in more than 25,000 retail locations, including Best Buy, Circuit City, Crutchfield, Costco, Target, Wal-Mart, Sam's Club, RadioShack and at shop.sirius.com.

SIRIUS radios are offered in vehicles from Audi, BMW, Chrysler, Dodge, Ford, Infiniti, Jaguar, Jeep, Land Rover, Lexus, Lincoln-Mercury, Mazda, Mercedes-Benz, MINI, Nissan, Rolls Royce, Scion, Toyota, Porsche, Volkswagen and Volvo. Hertz also offers SIRIUS in its rental cars at major locations around the country.

Click on www.sirius.com to listen to SIRIUS live, or to purchase a SIRIUS radio and subscription.

About Z-Wave and Zensys

Zensys is a leading provider of wireless networking technology for control and status reading applications. The company's Z-Wave(TM) technology is a low-cost, two-way, mesh network communications technology which enables everyday devices to be controlled and monitored wirelessly and securely from anywhere in the world. Z-Wave is a fully developed, proven, affordable, easy-to-use and interoperable technology that is available in more than 150 wireless home control and automation products today. Zensys offers a family of low-cost, low-power, integrated MCU/Transceiver chips embedded with Z-Wave, as well as a suite of development tools and services making it easy for companies to develop wireless products for residential and light commercial applications including lighting and appliance control, home entertainment, energy management, access control, security, and building automation. For more information about Z-Wave and Zensys, visit www.zen-sys.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 being accepted by the companies customers and the end users; the continued growth in the markets identified in this release to occur as anticipated by management; 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.

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