



Top Up TV Selects Universal Electronics to Provide Custom Remote Controls for Pay TV Service in the United Kingdom

October 28, 2008

Top Up TV+ Customers Benefit from Newly Designed Dual Mode Remotes to Enjoy Complete Control of Digital Experience

CYPRESS, Calif.--(BUSINESS WIRE)--Oct. 28, 2008--Universal Electronics Inc. (UEI) (Nasdaq:UEIC) announced today that its wholly owned subsidiary Universal Electronics BV (UE BV), has been chosen by Top Up TV to be supplier of universal remote control devices to coincide with their rollout of new Pay TV service. Top Up TV is a Freeview provider offering popular digital channels in the United Kingdom to the standard Freeview package. The new remotes will be custom designed specifically towards the needs of Top Up TV+ service, with universal and DVR control capabilities.

Top Up TV launched in March 2004 as the pay TV operator on the UK DTT platform and is an entertainment company dedicated to increasing choice for Freeview customers by giving people real value and real choice when it comes to Digital TV. In autumn 2006, Top Up TV launched its new Top Up TV Anytime service, which gives subscribers the opportunity to watch programs from pay channels including Warner TV, UKTV Gold, MTV, Living, Disney Channel, Discovery Channel, Nickelodeon, Cartoon Network, and many more. In addition viewers are also able to subscribe to a premium movie service, PictureBox, and Setanta Sports 1.

"Partnering with UEI gives us immediate access to the worldwide leader in remote control technology," says Matt Seaman, chief operating officer of Top Up TV. "The remote control device is the main touchpoint between our service and the end user. We wanted to make sure our partner had a reputation for both the highest quality of work along with a track record of innovation. UEI gives us peace of mind in both those aspects. Now we have another area to differentiate ourselves and continue to drive subscription targets."

"Top Up TV has built itself into a media powerhouse through its ability to rapidly meet the needs of their customer base," says Paul Arling, chairman and chief executive officer of UEI. "Their aggressive push into digital video recording and pay TV puts them at the forefront of entertainment technology in the UK. Our agreement further solidifies UEI's presence in the UK."

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 have been adopted by many Fortune 500 companies in the consumer electronics, subscription broadcast, and computing industries. UEI sells and licenses wireless control products through distributors and retailers under the One For All(R) brand name. UEI also delivers complete home control solutions in the professional custom installation market under the brand name Nevo(R), as well as software solutions for digital media control and enjoyment in the consumer and OEM markets under the brand SimpleCenter(TM). For more information visit www.uei.com.

About the Top Up TV Digital Recorder (DTR), Top Up TV Anytime and Picture Box services:

The Top Up TV DTR is one of the most feature-packed Freeview Digital Television Recorders in the market. As well as giving access to all Freeview channels, it comes with the latest digital features so users are able to pause live TV, as well as record two channels at the same time. Customers can record their own Freeview programmes to their Top Up TV DTR with no need for video tapes and its features also include series record.

With a Top Up TV DTR customers can also subscribe to the Top Up TV Anytime service which provides over 150 programmes a week to watch at any time, from pay digital channels including Disney Channel, LIVING, UKTV Gold, Paramount Comedy and many more for only GBP 9.99 a month. Earlier this year Top Up TV added Warner TV to the Top Up TV Anytime package. Top Up TV DTR owners can also subscribe the movie service PictureBox offering blockbuster films such as King Kong and Lost in Translation from just GBP 5 a month.

Top Up TV needed a remote control device specially created to coincide with the launch of the new Pay TV service they were offering. UEI and Top Up TV collaborated to design a new remote from the ground up which met their needs. The new remote has full universal capabilities in TV mode while also providing Digital Video Recording (DVR) features as well. For more information visit www.topuptv.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 importance of the Company's database of codes and other technologies; 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.

CONTACT: UEI:

Benny Canady, Corporate Marketing Manager, 714-820-1000
bcanady@ueic.com

or

Top Up TV:
Lindsay Anthistle

lindsay.anthistle@topuptv.com

SOURCE: Universal Electronics Inc.