



Universal Electronics and DIRECTV(R) Make Remote Control Set Up a Breeze with Launch of UEI QuickSet

January 7, 2010

New simplified on-screen universal remote control set up provides improved customer experience for DIRECTV customers

CYPRESS, Calif., Jan 07, 2010 (BUSINESS WIRE) -- Universal Electronics Inc. (UEI) (NASDAQ:UEIC) today announced the availability of the UEI QuickSet on-screen set up application on DIRECTV's new suite of remote controls and HD set-top boxes. DIRECTV (NASDAQ: DTV - News) will be the first television service provider to utilize the revolutionary UEI QuickSet application with XMP-2 to simplify the remote control set up process and improve the overall customer experience.

With UEI QuickSet, DIRECTV customers with H24 or HR24 HD receivers can now integrate their new remote to work with the rest of their home entertainment devices in just a few easy steps aided by the onscreen set-up process. Traditionally, set-up required consumers to hunt through and decipher complicated user manuals and then go through the process of manually entering device codes into their universal remote control until each of their AV devices could be controlled.

UEI QuickSet also offers the benefit of saving user-defined remote settings, which will enable DIRECTV customers to simply save and then transfer the set-up configuration to a replacement remote, without the need to reprogram it.

"The innovative UEI QuickSet feature helps take the hassle out of programming your remote control and replaces it with a simpler, more effective and user-friendly process," said Romulo Pontual, chief technology officer at DIRECTV. "The new QuickSet feature is one more way DIRECTV can help increase satisfaction and enhance the overall television viewing experience for our HD customers."

"We are pleased to join forces with DIRECTV - a company that has a stellar reputation for customer innovation," says Paul Arling, Chairman and CEO of Universal Electronics. "With home entertainment growing in both use and complexity, anything to make the life of the customer simpler is an easy way for companies to improve customer loyalty. UEI QuickSet has the added benefit of being extremely cost-effective to implement."

A live demonstration of UEI Quickset is available at UEI's booth #21244 in South Hall 1 during the International Consumer Electronics Show (CES) in Las Vegas starting January 7 through January 10, 2010.

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). For more information visit www.uei.com.

About DIRECTV, Inc.

DIRECTV, Inc. (NASDAQ:DTV - News), world's most popular television service to more than 18.4 million customers in the United States and is leading the HD revolution with more than 130 HD channels. Each day, DIRECTV subscribers enjoy access to over 265 channels of 100% digital picture and sound, exclusive programming, industry-leading customer satisfaction (which has surpassed national cable companies for nine years running) and superior technologies that include advanced DVR and HD DVR services and the most state-of-the-art interactive sports packages available anywhere. For the most up-to-date information on DIRECTV, please visit directv.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.

SOURCE: Universal Electronics Inc.

UEI:

Benny Canady, Universal Electronics Inc.
(714) 820-1000

bcanady@ueic.com

or

PR Agency:

Edward Yang
<http://www.FirecrackerPR.com>
(949) 500-6422
edward@firecrackerpr.com