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UNIDEN SETS SIGHTS ON MARKET-LEADER POSITION IN 2002
New Product Lines Unveiled at CES Expected To Drive Sales, Profits

LAS VEGAS (January 8) – Uniden America Corporation President and CEO Al Silverberg today unveiled the global consumer electronics leader's new product lines for 2002, stating for the record at this winter's annual Consumer Electronics Show in Las Vegas the company's intent to become the top market-share player in all of its product categories.

The move follows closely on the heels of Uniden/Japan's announcement that it intends to significantly boost overseas production of its residential cordless phones, edging beyond pre-September 11 output levels. Uniden plans to release a complete line of new phones in all technologies including a new, low-cost cordless model in March 2002.

According to company officials, Uniden developed its arsenal of 2002 products with a clear view to becoming the undisputed market leader in telecommunications hardware in the coming months. Silverberg said Uniden product managers have been working overtime to roll out the company's first-ever broadband consumer, SOHO and business offerings; upgraded FRS models; and a broad range of new analog, 900 MHz, 2.4 GHz, 2.4 GHz DSS/dual handset, and 5.8 GHz multi-handset cordless units.

"We're extremely excited about this 2002 line-up," Silverberg said. "The entire Uniden team shares a single goal: No. 1 in North America before 2003. Given the

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breadth, quality and cutting edge features of the entire Uniden line, we feel confident that we're in a strong position to fill the void left by other players exiting the market."

Industry watchers say the new lines in all of Uniden's technology categories appear poised for a warm reception by consumers. "The feedback and support from our retailers has been fantastic," Silverberg said. "Our sales guys are also working hard to take us above and beyond the market share vacated by Sony – and our holiday season retail figures show that we're already hitting it out of the park."

About Uniden

Uniden America Corporation, the North American subsidiary of Japan based Uniden Corporation, manufactures and markets wireless consumer electronic products including cordless telephones, business telecommunications systems, multimedia communications devices, scanner radios, CB radios, FRS, Marine radios and other wireless personal communications products. Based in Fort Worth, Texas, Uniden sells its products through dealers and distributors throughout North, Central and South America.

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