



News Release

VOXX Electronics Prepares for Expanded Distribution of 360fly with the Addition of 14 New Rep Groups

New sales support to assist in action sports and specialty electronics categories

HAUPPAUGE, NY AND LAS VEGAS, NV – JANUARY 5, 2015 – LVCC, CENTRAL HALL, BOOTH 10417 – [VOXX Electronics Corporation \(VEC\)](#), a wholly-owned subsidiary of [VOXX International Corporation](#) (NASDAQ: VOXX), today announced that it has added fourteen new Rep groups to support the distribution of the new 360° action camera, 360fly. The rep groups cover operations in the U.S. and Canada and will supplement the Company's existing consumer electronics rep operation.

"We believe that 360fly will change the way consumers view video forever, making their footage more compelling, engaging and immersive than ever before," said Tom Malone, President of VOXX Electronics. "As we diversify into new markets we will need additional sales support in these very specialized channels, and these additional 14 rep groups are already servicing these key markets."

360fly, introduces a new way to capture the world around the consumer in 360° video format. The camera doesn't just take video; it adds a replay button to the user's world. It's the only true capture of the visceral experiences that defines the individual, because life is too glorious to be filtered, cropped or edited. 360fly is fully interactive and is optimized for mobile devices and social platforms. Just shoot, share and swipe.

Malone concluded, "We are very excited with this expansion as it takes our Company into new markets with new product opportunities for us and our current and new retail partners, while addressing the newest and most exciting consumer trends."

The new rep partners include, Action Sports Inc., Berberian, Caniford Sales, DNR Sales, Elite Sales & Marketing, Focus Sales, Morrison Sports Marketing, Nelson Associates, Next Dimension Sales, OFB Marketing, Ohana Sales, Precious Guise Agencies, and T.O. Epps & Associates.

360fly is scheduled for launch early spring 2015.

For more information about the 360fly please visit: www.360fly.com.

For more information on becoming a VOXX Electronics Dealer in the US, email us at www.voxxelectronics.com/become-dealer.

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About VOXX Electronics Corporation (VEC):

[VOXX Electronics Corporation](#) (VEC) is a wholly-owned subsidiary of [VOXX International Corporation](#) (NASDAQ: VOXX), a leading global supplier of mobile and consumer electronics products. VEC is a recognized leader in the marketing of automotive entertainment, Location Based Services (LBS), rear observation systems, and vehicle security. Its extensive distribution network includes power retailers and 12-volt specialists as well as nearly all of the major [vehicle manufacturers](#) (“OEMs”), both domestically and abroad.

VOXX Electronics possesses a strong brand portfolio and its products rank among the top ten in almost every category in which they sell. Primary brands include [Audiovox®](#), [Invision®](#), [Jensen®](#), [Car Connection](#), [Omega®](#), [Advent®](#), [Code Alarm®](#), [Prestige®](#), [Pursuit®](#) and [Excalibur®](#). For additional information, please visit our Web site at www.voxxelectronics.com.

About VOXX International Corporation:

[VOXX International Corporation](#) (NASDAQ: VOXX), formerly Audiovox Corporation has grown into a worldwide leader in many automotive and consumer electronics and accessories categories, as well as premium high-end audio. Today, VOXX International is a global company...with an extensive distribution network that includes power retailers, mass merchandisers, 12-volt specialists and most of the world’s leading automotive manufacturers. The Company has an international footprint in [Europe](#), [Asia](#), [Mexico](#) and [South America](#), and a growing portfolio, which now comprises over 30 trusted brands. For additional information, please visit our Web site at www.voxxintl.com.

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