



News Release

VOXX Electronics Enters the Music Industry Space

The launch of Singtrix introduces new Rep Groups to assist in the MI space

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 hired new rep groups to support the Singtrix product. This expansion will supplement the Company’s existing consumer electronics rep network while introducing eight new rep groups to support this space.

“As we diversify into new markets we will need additional sales support in these specialized markets,” said Tom Malone, President of VOXX Electronics. “The music industry space is a new channel for us and we are excited to have these eight new rep groups on board to assist in the sales support of Singtrix. Each of them will quickly fill the retail pipeline as soon as sufficient inventories of our new product offerings arrive.”

Singtrix is the next generation karaoke machine that makes bad singers sound good and good singers sound amazing! This device features over 300 studio quality vocal presets and effects for consumers. From beginner to pro, Singtrix offers different levels of pitch correction and other enhancements depending on skill level.

Our new rep partners to cover the sales of Singtrix include Berberian, Focus Sales, Island Marketing & Sales, JAMM, Marshank Sales, Next Dimension Sales, OFB Marketing and T.O. Epps & Associates.

Malone concluded, “Initial response to our new product line has been very positive and we are very excited with this expansion as it takes our Company into new markets with new profit opportunities for us and our new and existing partners.”

Singtrix is currently available nationwide for an MSRP of \$349.99.

For more information about Singtrix, please visit: www.singtrix.com.

For more information on becoming a VOXX Electronics Dealer in the U.S., 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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