Cobra Electronics Equips Consumers with Emergency Essentials for Severe Weather

JULY 31ST, 2014 | COBRA ELECTRONICS | CHICAGO, IL

CHICAGO, IL — July 31, 2014; Cobra Electronics Corporation (http://www.cobra.com/) (NASDAQ: COBR); a leading designer and marketer of award-winning safety, outdoor and consumer electronics, today issued a short list of practical and efficient safety and planning tips for hurricane, tornado, thunderstorm, flooding and other severe weather, as well as a list of products to help prepare consumers during such events.

With more than 30 years of experience in outdoor safety, Cobra is proud to help consumers prepare for the worst of severe weather, especially during hurricane and tornado season, which officially began June 1 and runs through November 30. The following are practical safety tips Cobra recommends in the event of severe weather to protect individuals and families:

- Be informed of all weather-related emergencies and receive emergency alerts. There are reliable systems to alert of natural events or man-made disasters. Check with your local government (http://www.ready.gov/community-state-info) to learn what is available for emergency alert notifications in your area.

- Identify all hazards that have occurred in your area. Share the hazard-specific information.
area. Share the hazard-specific information with family members and include all pertinent materials within your family disaster plan.

- Create an emergency kit and communication plan to include jump starters, flashlights, backup batteries and power supplies, two-way radios, etc.
- Reuse empty containers by filling them with water and setting them aside. Fill milk jugs, soda bottles, jars, buckets, coolers or even the bathtub
- Learn the elevation level of your property and whether the land is flood-prone to know how your property will be affected when storm surge or tidal flooding are forecasted

“According to StormReady (http://www.stormready.noaa.gov/), Americans are prone to more severe weather than any other region on Earth. Here at Cobra, one of our top priorities is to prepare our customers with top-of-the-line products and technology to rely on during severe weather emergencies,” said Sally Washlow, president of Cobra Electronics. “With the latest tornado disasters throughout the Midwest this spring and early summer, Cobra continues to remain focused on creating reliable, efficient and secure safety, outdoor and weather products to prepare our customers for the weather emergencies that Mother Nature throws our way.”

Products on behalf of Cobra Electronics that can help to prepare for severe weather, include:

**Two-Way Radios and Weather Radios**

MSRP: $39.95

Cobra’s CWR 200 is an All-Hazards-Alerts weather radio that has been designed with ruggedness and harsh conditions in mind, and includes access to 10 NOAA weather channels and S.A.M.E., Specific Area Messaging Encoding, alert. Built with large, rubberized grips on either side, the CWR 200 comes with a built-in LED flashlight that allows the user to illuminate surroundings no matter the lighting conditions and a “TORNADO” button that limits unwanted interruptions for easy programming and only notifies users of tornado related warnings. Additional benefits include a USB charging output to allow users to charge cell phones even in a power outage and a dot matrix LCD to provide a greater ease-of-use when navigating through the menus.

MSRP: $99.95-$109.95
The CXT 1035R is a compact, versatile two-way radio for year-round use and up to a 37 mile range. This rugged, floating GMRS radio offers access to NOAA Auto All Hazard Weather and Emergency Radio alerts and features Cobra’s exclusive Rewind-Say-Again® for up to 20 seconds of playback. The radio includes an LED flashlight, VibrAlert, rubberized grips and comes in an optional Realtree™ Max 4 CAMO pattern.

**Power Packs**

**Cobra JumPack™ Jump Starter & Power Pack** (https://www.cobra.com/products/portable-power/cobra-jumpack%E2%84%A2)

MSRP: $129.95

With plenty of power to jump start most vehicles or power up smartphones and other accessories, Cobra’s portable power pack, the Cobra JumPack™ is ideal emergency power for a home, vehicle or outdoors. Featuring a 200A starting current, 400A peak current, 2.1 Amp USB Output and a 7500 mAh Li-Cobalt Battery with an LED battery status indicator, the CPP 7500 offers users the reliability and convenience to charge multiple devices during low battery levels and is ideal for travel and multipurpose use.

**Cobra CPP Solar/Portable Power Series** (https://www.cobra.com/products/portable-power)

MSRP: $39.95 - $79.95

Cobra has utilized solar panel energy to create long-lasting power products with the Cobra CPP Series. Both models, the Cobra CPP 100 SP and CPP 300 SP, integrate high efficiency solar panels and allow users to charge their mobile devices multiple times. Both models feature a 6000 mAh Li-ion battery and can be charged using both the solar panel and USB port. The Cobra CPP 100 SP includes a 2.1 Amp Outlet and LED Battery Status Indicator. The Cobra CPP 300 SP features an LCD Battery Status Indicator, Micro USB Output 1A and Dual USB Outlets with 2.1A and 1A Outputs.

**Marine Radios**


MSRP: $129.95

The HH450 DUAL is a waterproof, All-Terrain-Radio™ for year round, multipurpose use. This rugged and compact, floating marine radio unit includes Cobra's exclusive Rewind-Say-Again® feature and both marine VHF and walkie-talkie GMRS technology for higher-powered functionality. The radio features selectable options between low, medium and high power for short and long range communication, plus access to weather alerts with Specific Area Message Encoding (S.A.M.E.) for threatening weather nearby. The unit also has a noise-canceling microphone for crystal clear conversations. The Cobra HH450 DUAL is also available in RealTree® camo pattern.

**About Cobra Electronics:**

Cobra Electronics is a leading global designer and marketer of communications and navigation products.
Cobra Electronics is a leading global designer and marketer of communication and navigation products, with a track record of delivering innovative and award-winning products. Building upon its leadership position in the GMRS/FRS two-way radio, radar detector and Citizens Band radio industries, Cobra identified new growth opportunities and has aggressively expanded into the marine market and has expanded its European operations. The Consumer Electronics Association, Forbes and Deloitte & Touche have all recognized Cobra for the company's innovation and industry leadership. To learn more about Cobra Electronics, please visit the Cobra site at [www.cobra.com](http://www.cobra.com). Follow Cobra on Twitter at [www.twitter.com/CobraElectronic](http://www.twitter.com/CobraElectronic) and Like Us at [www.facebook.com/CobraElectronics](http://www.facebook.com/CobraElectronics).

1 Based on [Ready](http://www.ready.gov/), a national public service advertising campaign designed to educate Americans to prepare for and respond to emergencies including natural and man-made disasters
2 Based on [FEMA](http://www.fema.gov/), Federal Emergency Management Agency, which coordinates the federal government's role in preparing for, preventing, mitigating the effects of, responding to, and recovering from all domestic disasters, whether natural or man-made, including acts of terror.

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