CHICAGO, IL — August 20, 2014; Cobra Electronics Corporation (http://www.cobra.com/) (NASDAQ: COBR), a leading designer and marketer of award-winning automotive, mobile and consumer electronics, today announced it has been named a finalist in two categories in CTIA's Hot for the Holidays Award competition. The Drive HD™ Dash Cam by Cobra - CDR 900 was selected a finalist for the Connected Car award, while Cobra JumPack™ was selected for the Devices & Gadgets category. In time for the holiday buying season, the Hot for the Holidays Awards (http://www.supermobilityweek.com/events/index.cfm/ctia-awards#hot-for-the-holidays) recognize the hottest mobile consumer electronics, including gadgets and accessories from entertainment and health to the connected car and home.

The Hot for the Holidays Awards ceremony will take place at the Connected Life Zone stage
The Drive HD™ Dash Cam by Cobra - CDR 900 is the company's Wi-Fi-enabled flagship model of the Drive HD™ series. The CDR 900 is the newest and most advanced model and comes with a 2.0” LCD screen, the largest in the series, and also includes a Micro HDMI output to directly play footage on your HD TV or computer. With a 160-degree angle to provide an ultra-wide view, the unit can capture the entire road and your peripherals without edge distortion. The CDR 900 sports a compact form factor and utilizes Continuous Loop Recording, which automatically overwrites the oldest footage when the memory card is full. It also features a motion sensor for automatic recording while driving, as well as a G-Shock sensor, which senses sudden deceleration and/or collisions to automatically capture and protect critical footage surrounding an accident. With WiFi direct, the CDR 900 goes the next step in video capture and sharing through the free Cobra Drive HD™ App allowing the user to connect and stream live and recorded footage directly to the user’s iOS or Android device to instantly view and share footage.

In the Devices & Gadgets category Cobra is a finalist for the Cobra JumPack™. With plenty of power to jump start most vehicles or power up smart phones, tablets and other mobile accessories, Cobra’s portable powerpack, the Cobra JumPack™ is ideal emergency power for a home, vehicle or outdoors. Featuring a 200A starting current, 400A peak current, 2.1A USB Output and a 7500 mAh Li-Cobalt Battery with an LED battery status indicator, the JumPack provides users with peace-of-mind plus the convenience of charging multiple devices during low battery levels for both travel and everyday use.

“CTIA awards recognize the best and most innovative products and services for wireless companies looking to improve their operations and their engagement with their customers. Perfectly positioned for retailers to prepare for the holiday buying season, Super Mobility Week attendees will see what will be the next hottest devices and services,” said Robert Mesirow, CTIA Vice President and Show Director.

Along with CTIA’s two other awards programs, E-Tech Awards and MobiTs Awards, there were almost 300 entries submitted and scored by more than 50 industry experts, analysts and media.

Super Mobility Week attendees and online users will also have the opportunity to choose a “Crowd Favorite” by voting for their favorite product, not just finalists, in each program. Online voting is open now and runs until Monday, September 8 at 5:00 p.m. ET. Super Mobility Week attendees can still vote via text onsite starting September 8 until 10:00 a.m. ET Wednesday, September 10.

Super Mobility Week will take place September 9, 10 and 11, 2014 at the Sands Expo & Convention Center in Las Vegas.

About Cobra Electronics:
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).

## About CTIA:

CTIA – The Wireless Association® ([www.ctia.org](http://www.ctia.org)) is an international organization representing the wireless communications industry. Membership in the association includes wireless carriers and their suppliers, as well as providers and manufacturers of wireless data services and products. CTIA advocates on behalf of its members at all levels of government. The association also coordinates the industry's voluntary best practices and initiatives, and sponsors the industry's leading wireless tradeshow. CTIA was founded in 1984 and is based in Washington, D.C.

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### Media Contacts

Chris Kooistra  
Cobra Electronics  
**773.972.0691**  
ckooistra@cobra.com

Rebecca Kufrin  
Skyya Communications  
**952.746.1309**  
rebecca.kufrin@skyya.com

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