ASA and Shakespeare Bring Affordable SiriusXM® Radio Service to the Market

Elkhart, IN (July 25, 2012) - ASA Electronics, an international manufacturer and supplier of premium audio and video electronics is pleased to announce they have entered into a new distribution agreement with Shakespeare Electronic Products Group to bring their SiriusXM® satellite radio antenna to the Marine OEM Industry and other Specialty Markets at a significantly lowered price.

"SiriusXM satellite radio is a fantastic entertainment product. It goes hand-in-hand with enjoying the boating experience. We are pleased to help bring this service to the market at an affordable price," said Brent Barrow, President of ASA Electronics. "ASA is now offering significantly lower priced SCC1 Sirius Satellite tuners and SRA25B antenna combos, than previously possible, as a result of this new arrangement. A boat manufacturer can now add a complete satellite radio hardware package to their stereo system for only $49!"

For more information, contact your ASA Electronics Sales Representative.

About ASA Electronics, LLC:
For over 30 years, ASA has been specifically designing, engineering and testing their products to be able to handle the rigorous conditions encountered in the marine, recreational vehicle and commercial industries. ASA's proprietary brands include JENSEN, JENSEN Heavy Duty, JENSEN Marine, Marine Audio, Polk, SiriusXM and Voyager. The marine brands include high quality and feature-rich stereos, speakers, LCD TVs and other premium accessories. ASA's marine product line is uniquely designed to handle a variety of elements seen in an aquatic environment such as harsh UV exposure, temperature changes, humidity and moisture. For further information about ASA Electronics, visit www.asaelectronics.com.

About Shakespeare Electronic Products Group:

About SiriusXM Radio:
SiriusXM Radio Inc. is the world's largest radio broadcaster measured by revenue and has more than 22 million subscribers. SiriusXM creates and broadcasts commercial-free music from nearly every genre; premier sports talk and live events; comedy; news; exclusive talk and entertainment; and the most comprehensive Latin music, sports and talk programming in radio. SiriusXM is available in vehicles from every major car company in the U.S., from retailers nationwide, and online at siriusxm.com. SiriusXM programming is also available through the SiriusXM Internet Radio App for Android, Apple, and BlackBerry smartphones and other connected devices. SiriusXM also holds a minority interest in SiriusXM Canada which has more than 2 million subscribers.