Cobra Electronics Previews Cobra AirWave at 2013 International CES

New Bluetooth-Based Bridge between Receiver and Media Player Lets Users Play Today’s Digital Music Wirelessly through Yesterday’s Home or Car Stereo Systems

CHICAGO, IL – January 2, 2013: Cobra Electronics Corporation (NASDAQ: COBR), the leading designer and marketer of award-winning automotive, mobile and consumer electronics, today announced it will feature the Cobra AirWave™ at the 2013 International CES in Las Vegas, Nevada held January 8-11, 2013 in booth #9417 in the Central Hall and #4937 in the North Hall. Cobra will show the AirWave along with its complete 2013 product line throughout the show, including its 2013 CES Innovations Design and Engineering award-winning iRadar S-Series. The Cobra lineup will also be on display at CES Unveiled: The Official Press Event of the International CES from 4-7 p.m. on Sunday, January 6 in the South Seas Ballroom C at Mandalay Bay.

Cobra AirWave – Wireless Audio Streaming Device

The innovative Cobra AirWave is a compact portable music bridge that allows users to wirelessly connect their Bluetooth®-enabled media devices (mp3 players, smartphones or tablets) to their older generation home stereo, car stereo, or standalone speakers.

The Cobra AirWave receiver connects to stereo equipment via cabling options that include 3.5mm to 3.5mm (headphone jack) cable, 3.5mm to RCA, and USB to micro-USB. The user pairs their media device to the AirWave unit, which acts as a wireless bridge allowing the user to transmit audio via Bluetooth® to older home or car stereo systems. This wireless connection offers users the freedom to be away from the stereo and control their music from up to 30 feet away. The AirWave can be powered by standard USB outlets or through the built-in Lion polymer rechargeable battery, which supports an impressive ten to twelve hours of music playback. Now, users can combine the compatibility and convenience of today’s Bluetooth®-enabled digital music players with their investment in existing
stereo systems at a small fraction of the cost of newer systems.

“Over the years, most of us have invested a significant amount of money in home or car audio systems that represented the state-of-the-art in their day, and more recently we’ve purchased new smartphones and tablets that render our old equipment obsolete,” said Kiran Kripakaran, assistant category manager for Cobra. “Cobra AirWave solves this problem by bridging these two distinct music generations, and with an incredibly affordable price point, this is a very simple solution for just about everyone.”

**Pricing and Availability**

The new Cobra AirWave is expected to be generally available beginning in Q1 at an estimated retail price of $39.95. For more press information please visit [cobra.box.com/presskit](http://cobra.box.com/presskit).

**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).