Cobra Electronics Announces Update to Popular iRadar App at the 2013 International CES

New Update to Award-Winning iRadar App for iOS and Android™ Smartphones

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 a major update for the Cobra iRadar App 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 feature the updated iRadar App 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.

The updated Cobra iRadar App, version 3.1, reinvents the iRadar user-experience from the ground up with an updated map view, tools menu, live traffic view, and car finder function. Version 3.1 will be available in January.

The free Cobra iRadar App is available on iOS and Android™ devices, and is designed to work with Cobra’s iRadar family of radar detectors. In addition to new features version 3.1 will continue provide wildly popular iRadar features including AURA™ speed and red light camera notifications, Live Police and other user-reported alerts, and automatic sharing of real-time radar detection information among iRadar Community members. With 40,000 user generated reports per day and nearly 1 million users, iRadar is the largest and most active detection community in the world. The triple threat of radar/laser detection, verified camera locations, and real-time community threat information make iRadar products the ultimate tool for driver awareness and threat avoidance.

For more press information please visit 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. Follow Cobra on Twitter at www.twitter.com/CobraElectronic and Like Us at www.facebook.com/CobraElectronics.