Cobra Electronics to Reveal the Latest Line in Radar Detection at 2013 International CES

New SPX Radar Line Features Ultra-Compact Design, Double the Detection Range, Full Feature Sets and Highly Affordable Pricing

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 preview the Cobra SPX Radar line 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 SPX line 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 Cobra SPX Radar Line includes three models – the SPX 5300, SPX 5400 and SPX 5500, all which include super-charged performance in a more compact unit size. The three models offer double the detection range with less false alerts, all at a highly affordable price.

SPX Line Key Features:

- Auto Mute
- LaserEye™ 360-degree laser detection
- Intellimute/Intellimute Pro
- UltraBright Data Display
- Five-level signal strength meter
- Selectable City and Highway modes

The SPX 5400 and SPX 5500 models come with Voice Alert for audio alerting, while the SPX 5300 features DigiView Data Display for bright and crisp display.

“Cobra created the SPX radar line with a focus on enhancing performance and
reliability,” said Tony Kainuma, director of navigation and detection products for Cobra. “This new line of detectors features a series of advancements including unparalleled execution in its detection range and a significant reduction in false alerts so drivers can be confident in the signals the detector is picking up."

**Pricing and Availability:**

The SPX Radar line will be available beginning in April at a suggested retail price ranging from $89.95-$129.95. 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.