Cobra Electronics’ Newest Outdoor Recreationist Products On Display at 2014 International CES

Company to preview the latest in outdoor radio communication and safety products, portable power solutions and audio accessories to show attendees

CHICAGO, IL — January 6, 2014; Cobra Electronics Corporation (NASDAQ: COBR), the leading designer and marketer of award-winning safety, outdoor and consumer electronics, today announced it will showcase its newest series of offerings for the outdoor recreationist during the 2014 International CES in Las Vegas, Nevada held January 7-10 at booth #9417 in the Central Hall at the Las Vegas Convention Center.

Cobra Electronics’ newest offerings for the outdoor recreationist include weather, marine and two-way radios, portable power solutions, as well as outdoor audio accessories. Cobra Electronics will also display its complete line of products across its four main consumer groups, including Driver Enthusiast, Professional Driver, Outdoor Recreationist and Boater. Select CES Innovations 2014 Design and Engineering Award honoree products on behalf of Cobra Electronics will also be displayed at CES Unveiled: The Official Press Event of the International CES from 4-7 p.m. on Sunday, January 5th in the South Seas Ballroom C at Mandalay Bay.

Cobra representatives will be on-hand throughout the week’s events to preview all of its
leading-edge consumer electronic innovations for outdoor recreationists including:

**Cobra CWR 200 Weather Radio**

Cobra’s CWR 200 is an All-Hazards alert weather radio that has been designed with ruggedness and harsh conditions in mind and includes access to 10 NOAA weather channels and S.A.M.E. alerts. Complete with large, rubberized grips on either side, the CWR 200 comes with a built-in LED flashlight that allows the user to illuminate surroundings no matter the lighting conditions and a “TORNADO” button that limits unwanted interruptions for easy programming and only notifies users of tornado related warnings. Additional benefits include a USB charging output to allow users to charge a device even in a power outage and a dot matrix LCD to provide a greater ease-of-use when navigating through the menus.

The Cobra CWR 200 is available in April for a retail price of $39.95.

**Cobra CXT 1035 Floating Walkie-Talkie Radio**

The CXT 1035 is a compact, versatile two-way radio for year-round use and up to a 37-mile range. This rugged, floating GMRS/FRS radio offers access to NOAA Auto All Hazard Weather and Emergency Radio alerts and features Cobra’s exclusive Rewind-Say-Again® for up to 20 seconds of playback of a missed transmission. The radio includes an LED flashlight, VibrAlert, rubberized grips and comes available in RealTree™ Max 4 CAMO pattern.

The Cobra CXT 1035 will be available April for a retail price ranging from $99.95-$109.95.

**Cobra HH450 DUAL Marine Radio**

The HH450 DUAL is a waterproof, All-Terrain-Radio™ for year round, multipurpose use. This rugged and compact, floating marine radio unit includes Cobra’s exclusive Rewind-
Say-Again® feature and both marine VHF and walkie-talkie GMRS technology for higher-powered functionality. The radio features six watts of power for long-range communications and selectable options between Low, Medium and High power for short and long range communication, plus access to weather alerts with Specific Area Message Encoding (S.A.M.E.) for threatening weather nearby. The HH450 Dual has a noise-canceling microphone for crystal clear conversations.

The Cobra HH450 Dual is available in February for a retail price of $129.95 and is also available in RealTree™ CAMO pattern.

**Cobra CPP Series – Solar/Portable Power**

Cobra has utilized solar panel energy to create long-lasting power products with the Cobra CPP Series. Both models, the Cobra CPP 100 and CPP 300, integrate high efficiency solar panels and allow users to charge their mobile devices multiple times. Both models feature a 6000 mAh Li-ion battery and can be charged using both the solar panel and USB port. The Cobra CPP 100 includes a 2.1 Amp Outlet and LED Battery Status Indicator. The Cobra CPP 300 features an LCD Battery Status Indicator, Micro USB Output 1A and Dual USB Outlets with 2.1A and 1A Outputs.

The Cobra CPP 100 and 300 will be available in February with retail ranging from $49.95-$79.95.

**Cobra JumPack™**

With plenty of power to jump start most vehicles or power up iPhones and other 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, 2.1 Amp USB Output and a 7500 mAh Li-Cobalt Battery with an LED battery status indicator, the CPP 7500 offers users the reliability and convenience to charge multiple devices during low battery levels and is ideal for travel and multipurpose use.
The Cobra CPP 7500 is available in April for a retail price of $129.95.

**Cobra AirWave™ Series**

Cobra has utilized Bluetooth® wireless technology to enhance lifestyle products with the Cobra AirWave™ Series. The models Cobra AirWave 360, AirWave Box and AirWave Mini are all enhanced with Bluetooth technology and designed to be a hands-free portable speaker and speakerphone. The Cobra AirWave™ 360 is a portable 8” Bluetooth surround sound speaker that features Siri/S Voice enablement and gesture control for enhanced 360-degree sound quality with up to 20 hours of music playback. The Cobra AirWave Mini features a weatherproof resistant exterior (JIS4), while the Cobra AirWave Box utilizes a rugged, floating-waterproof design (JIS7) for immersion in water and features a rechargeable battery and soft-touch rubber wrap for extra guarded protection. Both the AirWave Box and AirWave Mini have up to ten hours of music playback and up to 120 hours of standby time.

The Cobra AirWave 360 is available now for a retail price of $129.99.

The Cobra AirWave Mini is available in February for a retail price of $39.99.

The Cobra AirWave Box is available in March for a retail price of $79.99.

“Every January Cobra looks forward to having its product categories on display to press and attendees at CES,” said Sally Washlow, president of Cobra Electronics. “This year, the Cobra team anticipates previewing the first look at what we have to offer our outdoor recreationist customers with a greater product expansion including new portable power and walkie-talkie series focused for any outdoor adventure in mind.”

**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.