Cobra Sails into CES 2013 with New HH500 Floating VHF Marine Radio

Hand-Held Floating Marine VHF Radio Features Bluetooth® Technology for Initiating and Receiving Cell Phone Calls and Exclusive Rewind Button

CHICAGO, IL – January 2, 2013: Cobra Electronics Corporation (NASDAQ: COBR), the leading designer and marketer of award-winning marine and consumer electronics, announced it will showcase the new Cobra HH500 Floating VHF Marine Radio at the 2013 International CES in Las Vegas, Nevada held January 8-11, 2013 in its main booth #9417 and #4937 in the North Hall. Cobra Electronics will display their complete product line throughout the show including the Cobra HH500 Floating VHF Marine Radio and its 2013 Innovations Design and Engineering award winning iRadar S-Series. Honorees will also be displayed 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 HH500 Floating VHF Marine Radio

The Cobra HH500 Floating VHF Marine Radio is a hand-held waterproof radio that includes Bluetooth® wireless technology. The wireless capability allows users to pair their smartphone to the new radio, so they answer phone calls while keeping their cell phones safe and dry. The radio also supports voice dialing of the user’s smartphone directly from the HH500. Cobra Electronics was recently awarded a patent by the U.S. Patent and Trademark Office for some of the features designed into this radio.

The Cobra HH500 Floating Marine Radio features Cobra’s exclusive patent-pending Rewind-Say-Again® digital voice recorder, which can play back the last 20 seconds of any incoming audio. It also includes a dedicated receiver for NOAA weather channels, ensuring that important weather and emergency messages are never missed and users are kept informed while on the water. The radio is truly designed with the user in mind, sporting a bold orange finish so it can be easily located if dropped overboard. The design also features easily understood graphical keys to initiate features, and it leads the industry with six watts of
transmit power for maximum range.

“Our goal with the development of the HH500 Marine radio was to combine the popular features of Cobra’s previous marine radios with the convenience of Bluetooth connectivity,” said Bill Boudreau, senior director of category management and new business development for Cobra. “This connectivity allows users to pair a smartphone to the hand-held radio for the ultimate in ease-of-use. These radios allow users to keep their cell phone dry when making or receiving calls and receiving weather alerts even in the most extreme conditions.”

**Pricing and Availability**

The Cobra HH500 Floating VHF Marine Radio will be available beginning in January at an estimated retail price of $149.95. 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.