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Contact:

Larry Johannes
Uniden America Corp.
817-858-3465
ljohannes@uniden.com

Jill Fairbanks for Uniden America Corp.
Ogilvy Public Relations Worldwide
303-634-2633
jill.fairbanks@ogilvypr.com

UNIDEN ADDS SEVEN-MILE OPTION TO ITS TWO-WAY RADIO LINEUP

GMRS 750 and 720-2 Offer Greater Freedom in a Rugged Design

FORT WORTH, Texas, August 1, 2003 – Uniden America Corporation today announced the addition of two extended-range GMRS (General Mobile Radio Service) two-way radios to its existing product portfolio. With a range of up to seven miles, the GMRS 750 and GMRS 720-2 offer customers more freedom and flexibility in their two-way radio communication.

Uniden's GMRS 700 series of handheld two-way radios achieves a seven-mile range utilizing the patent-pending Power Boost™ button, allowing consumers to implement maximum transmit power on command. This provides ultimate range while still maximizing battery life. In addition to the innovative Power Boost technology, the GMRS 750 meets JIS4 waterproof specifications and features full rubber grips and seals, offering a rugged design for all conditions.

"At Uniden, we are committed to designing products that offer the ability to stay connected while active," said Rex Holloway, director of project management for Uniden America Corporation. "Incorporating the seven-mile range into a unique, rugged design, our new seven-mile two-way radios truly achieve this objective."

Utilizing all 22 channels (8 GMRS, 14 FRS), Uniden's GMRS 750 (Street Retail: \$39.99) and 720-2 (Street Retail: \$59.99) give customers the widest spectrum of channels available, reducing interference to an absolute minimum. Other features include:

- Power Boost button
- 38 CTCSS privacy codes
- 7 NOAA weather channels
- Emergency/weather alert
- Holographic backlit LCD display

- more -

- Voice Activated Transmit (VOX)
- Channel scan/monitor
- Key lock
- Five call tone options
- Headset jack
- Headset mic included (GMRS 750 only)
- Battery strength indicator
- Duracell Ultra AA batteries included

The GMRS 720-2 comes in a dual pack, complete with two radios. The GMRS 750 is also available in a dual pack with rechargeable alkaline batteries and corresponding chargers (GMRS 750-2ck), with a street retail of \$99.99.

The new seven-mile units complement Uniden's existing suite of two-way radios, including the fully featured GMRS 680-2 (Street Retail: \$39.99), with a range of up to five miles, and the TR 640-2 (Street Retail: \$29.99), the TR 622-2 (Street Retail: \$29.99) and the TR 620 (Street Retail: \$9.99), in the two-mile category. Additional information about Uniden's two-way radios is available through the Uniden Website at www.uniden.com.

About Uniden

Uniden America Corporation, the North American subsidiary of Japan-based Uniden Corporation, manufactures and markets wireless consumer electronic products including cordless telephones, business telecommunications systems, networking and data products, scanners, FRS/GMRS radios, marine radios and other wireless personal communications products. Based in Fort Worth, Texas, Uniden sells its products through dealers and distributors throughout North, Central and South America.

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