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CONTACT: Melody A. Townsel
Buzz Public Relations
214/744-0095
melody@coffeblack.com

UNIDEN SETS SIGHTS ON INCREASED MARKET SHARE
CEO Silverberg Positions Cordless Giant for Growth in Sales, Profits

FORT WORTH (Nov. 29) – Uniden America Corporation President & CEO Al Silverberg this week unveiled the global consumer electronics leader’s strategy for retaining and growing its strong U.S. market position in 2002. The CEO’s remarks, made in meetings at the company’s US headquarters in Fort Worth, Texas, came in the wake of last week’s announcement by Uniden Japan of layoffs outside the U.S.

Chief among the strategies tabled by Silverberg is the introduction of new product lines, including multi-handset cordless units, upgraded FRS models, and an extensive line of broadband products ranging from VoIP phones to 802.11b wireless LAN products. “We’re debuting exciting new lines in all of our technology categories, and our customer feedback has been fantastic,” Silverberg said. “Additionally, our sales force is successfully filling the void left on retailers’ shelves from Sony’s exiting the cordless phone business.”

In other remarks, Silverberg, whose tight controls on corporate expenses have been credited for avoiding a reduction in force at its US headquarters in Fort Worth, also announced the relocation of the company’s UBS (Uniden Business Systems) unit from California to Texas, where it will share corporate resources with the company’s consumer, business telephone and broadband operations. In addition, Silverberg announced temporary reductions in executive pay as high as 20% in some cases.

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“The bottom line? We’re doing everything it takes to ensure our long-term future is bright and healthy,” he said. “As of today, we’re debt-free, we have cash in the bank and we’ve been able to retain our US employees. As a result of careful belt-tightening and inspired product development in recent years, we expect not just to weather the current economic storm, but to see our market share grow significantly as the storm subsides.”

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, multimedia communications devices, scanner radios, CB radios, FRS, 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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