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UNIDEN NAMES TODD CROCKER AS VICE PRESIDENT OF MARINE DIVISION

FORT WORTH, Texas, August 28, 2003 – Uniden America Corporation today announced that Todd Crocker has joined the company as vice president of the marine division. In this role, Crocker will oversee the sales and marketing efforts for Uniden’s marine division, focusing primarily on VHF two-way communications.

Crocker brings over 20 years of experience in the consumer electronics industry to Uniden. Most recently, he served as vice president of sales and marketing for Standard Horizon, the marine division of Vertex Standard. Crocker was credited with helping Standard Horizon achieve the number one position in the marine VHF marketplace. He was also responsible for successfully launching the company’s line of GPS chart plotters, a new market for the brand. During his four-year tenure at Standard Horizon, Crocker was instrumental in growing the business by 60 percent. Previously, he was with Standard Communications for 16 years, where he held various positions including national sales manager and export manager.

“This is an exciting time for Uniden’s marine division,” said Al Silverberg, president of Uniden American Corporation. “We are committed to being a leader in the marketplace and are pleased to have Todd Crocker spearheading this effort. His demonstrated expertise in brand and product development will be invaluable to our team as we move forward.”

Uniden recently announced the newest addition to its marine product portfolio, the Mystic, a full VHF/GPS mapping marine handheld radio. Available in November 2003, the Mystic continues Uniden’s tradition of developing innovative marine electronics.

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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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