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UNIDEN 2002 CORDLESS LINE OFFERS “TOTAL SOLUTION”
Company Bids to Lead Market with Analog, 5.8 DSS, Multi-Handset Units

LAS VEGAS (January 8) – Uniden America Corporation today revealed its new cordless product line for 2002, opening the curtain on a new, low-cost 2.4 analog unit and a 5.8 DSS model, among other cordless offerings, for market-watchers at this winter’s annual Consumer Electronics Show in Las Vegas.

The debut of the new line follows closely on the heels of Uniden Japan’s announcement that it intends to significantly boost overseas production of its residential cordless phones, edging beyond pre-September 11 output levels. A good deal of the new production will be dedicated to the company’s new 2.4 analog units, which Uniden representatives say will hit stores in March 2002 at a suggested price of less than \$20.

Uniden America director of product planning Rex Holloway underscored the breadth of technologies and products the new cordless line represents. “Our retailers rely on Uniden to provide their wireless solutions,” Holloway said. “Uniden’s strength is in our ability to produce the highest-quality cordless phones while leading in the introduction of new technologies, such as the Uniden TRU5886, our new 5.8 DSS offering.”

According to Uniden representatives, the new 5.8 DSS units being introduced at CES will enable users to take advantage of the newly available 5.8 GHz transmission frequency. “Simply put, 5.8 GHz has less interference, and will be the next generation in technology,” Holloway said.

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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, 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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