



FOR IMMEDIATE RELEASE

Audiovox Launches E-Reader with Content Exclusively from Barnes & Noble

Consumers will have access to over 1 Million titles through BN.com

LAS VEGAS – January 6, 2010 – International CES, Booth 11006-10506 – Audiovox Corporation (NASDAQ: VOXX) today announced that it has entered the e-Reader market with a new line to be sold under the RCA brand. The product launch will be supported by e-content delivered through Barnes & Noble, the world’s premier destination for e-books, magazines and newspapers.

Barnes & Noble has over a million e-titles available as well as an expansive – and expanding – library of periodicals. An e-commerce storefront provided by BN.com will facilitate the purchase and transaction process of e-content, delivery of e-content and the maintenance of a digital library of consumer purchases.

The Audiovox e-Reader will be called Lexi™ and it is one of the most advanced and easiest models to use on the market today with a six-inch E Ink® display with 800 x 600 pixels of resolution, 16-level gray scale, 2GB of storage and a rechargeable battery that delivers 7,000 page turns. Lexi also features ezTurn functionality for either left or right handed page turning and has Auto-Magic content synchronization, which simplifies the loading of the device and eliminates the need to drag and drop files.

Tom Malone, president, Audiovox Electronics Corporation, noted, “We believe the key to success in the e-book market is the combination of high quality readers with unique features coupled with a comprehensive catalogue of digital content. Our e-reader will meet that challenge and the exclusive agreement we have with Barnes & Noble will solidify our place in the market and insure that our customers will have a virtually unlimited source of quality reading content from the world’s largest bookseller.”

RCA’s Lexi will ship preloaded with Barnes & Nobles Desktop Reader Windows/MAC software for reading, purchasing and managing content and it will also contain Adobe® Reader® Mobile technology, making it interoperable and fully compatible with PDF and ePub formats. The product is expected to hit retailers in May 2010 and has an anticipated MSRP of \$229.99.

About Audiovox

Audiovox (NASDAQ:VOXX) is a recognized leader in the marketing of automotive entertainment, vehicle security and remote start systems, consumer electronics products and consumer electronics accessories. The company is number one in mobile video and places in the top ten of almost every category that it sells. Among the lines marketed by Audiovox are its mobile electronics products including mobile video systems, FLO TV, Mobile Video + PlayStation 2 systems, auto sound systems including satellite radio, vehicle security and remote start systems; consumer electronics products such as MP3 players, digital camcorders, DVRs, Internet radios, clock radios, portable DVD players, multimedia products like digital picture frames and home and portable stereos; consumer electronics accessories such as indoor/outdoor antennas, connectivity products, headphones, speakers, wireless solutions, remote controls, power & surge protectors and media cleaning & storage devices; Energizer®-branded products for rechargeable batteries and battery packs for camcorders, cordless phones, digital cameras and DVD players, as well as for power supply systems, automatic voltage regulators and surge protectors. The company markets its products through an extensive distribution network that includes power retailers,

12-volt specialists, mass merchandisers and an OE sales group. The company markets products under the Audiovox, RCA, Jensen, Acoustic Research, Energizer, Advent, Code Alarm, TERK, Prestige and SURFACE brands. For additional information, visit our Web site at www.audiovox.com.

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About Barnes & Noble

Barnes & Noble, Inc. (NYSE: BKS), the world's largest bookseller and a Fortune 500 company, operates 775 bookstores in 50 states. Barnes & Noble College Booksellers, LLC, a wholly-owned subsidiary of Barnes & Noble, also operates 636 college bookstores serving nearly 4 million students and over 250,000 faculty members at colleges and universities across the United States. Barnes & Noble is the nation's top bookseller brand for the sixth year in a row, as determined by a combination of the brand's performance on familiarity, quality, and purchase intent; the top bookseller in quality for the second year in a row and the number two retailer in trust, according to the EquiTrend® Brand Study by Harris Interactive®. Barnes & Noble conducts its online business through Barnes & Noble.com (www.bn.com), one of the Web's largest e-commerce sites, which also features hundreds of thousands of titles in its eBookstore (www.bn.com/ebooks). Customers can buy and read eBooks on a wide range of platforms, including the iPhone and iPod touch, BlackBerry® smartphones, as well as most Windows® and Mac® laptops or full-sized desktop computers.

General information on Barnes & Noble, Inc. can be obtained via the Internet by visiting the company's corporate website: www.barnesandnobleinc.com.

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Except for historical information contained herein, statements made in this release that would constitute forward-looking statements may involve certain risks and uncertainties. All forward-looking statements made in this release are based on currently available information and the Company assumes no responsibility to update any such forward-looking statement. The following factors, among others, may cause actual results to differ materially from the results suggested in the forward-looking statements. The factors include, but are not limited to, risks that may result from changes in the Company's business operations; our ability to keep pace with technological advances; significant competition in the mobile and consumer electronics businesses as well as the wireless business; our relationships with key suppliers and customers; quality and consumer acceptance of newly introduced products; market volatility; non-availability of product; excess inventory; price and product competition; new product introductions; the possibility that the review of our prior filings by the SEC may result in changes to our financial statements; and the possibility that stockholders or regulatory authorities may initiate proceedings against Audiovox and/or our officers and directors as a result of any restatements. Risk factors associated with our business, including some of the facts set forth herein, are detailed in the Company's Form 10-K for the fiscal year ended February 28, 2009 and in its most recent Form 10-Q filing with the Securities and Exchange Commission.

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