



Directed Electronics Becomes Exclusive Mobile Audio Partner With the UFC(R) and Top UFC Fighter Roger Huerta to Promote Orion(TM) Car Audio

VISTA, Calif., Jan 14, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- Directed Electronics (Nasdaq: DEIX) is pleased to announce it has signed a contract with the Ultimate Fighting Championship(R) (UFC(R)) organization to become its exclusive mobile audio partner, promoting the legendary Orion Car Audio brand through <http://www.UFC.com> web advertising, point-of-purchase displays, and association with one of the UFC's top fighters, Roger "El Matador" Huerta. Directed will use innovative online promotions to channel new car audio customers to preferred Orion Octagon(TM) dealers.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20020424/DIRECTLOGO>)

According to Jim Jardin, Director of Marketing for Directed: "The UFC is one of the fastest-growing and most popular sports in the world with young men -- exactly the same hardcore demographic that has made Orion a legend in high performance car audio for over 25 years. We look forward to our exclusive mobile audio partnership with the UFC and Roger Huerta as we promote the launch of the affordable Orion COBALT(R) line of speakers, amplifiers and subwoofers, and drive new car audio customers to Orion dealers."

For more information about the exclusive Orion / UFC partnership or to locate an authorized Orion retailer, please visit <http://www.orioncaraudio.com>

About Directed Electronics

Headquartered in Vista, California, Directed Electronics (Nasdaq: DEIX) is the largest designer and marketer in North America of premium home theater loudspeakers, consumer branded vehicle security, vehicle remote start and convenience systems, and the largest supplier of aftermarket satellite radio receivers based on sales. Directed is also a major supplier of mobile audio and video systems and has exclusive rights to market and sell certain SIRIUS-branded satellite radio receivers and accessories to Directed's existing U.S. retailer customer base. In the home audio market, Directed designs and markets award-winning Polk Audio(R) and Definitive Technology(R) premium loudspeakers. Directed's broad portfolio of security products, remote start, hybrid systems, and GPS tracking systems are sold under leading brands including Viper(R), Clifford(R), Python (R), Astroflex(R) and Autostart(R). Directed's mobile audio and video products include speakers, subwoofers, amplifiers and video screens, sold under its Polk Audio(R), Orion(R), Precision Power(R), and Directed Video(R) brand names. Directed was founded in 1982 and markets its broad portfolio of products through many channels including leading retailers and specialty chains throughout North America and around the world. More information is available at <http://www.directed.com>.

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