

October 25, 2017

ParkerVision Appoints ASTRSK as Public Relations Agency of Record

Appointment Comes Ahead of Official Milo™ Communications Campaign Launch

JACKSONVILLE, Fla., Oct. 25, 2017 (GLOBE NEWSWIRE) -- ParkerVision, Inc. (Nasdaq:PRKR) ("ParkerVision" or "Company"), a developer and marketer of semiconductor technology solutions for wireless applications today announced that they have appointed [ASTRSK PR](#) as its public relations (PR) agency of record, effective immediately. ASTRSK, an award-winning public relations agency, will handle ParkerVision's communications efforts for the official launch of Milo, ParkerVision's newly distributed WiFi system. ASTRSK combines a mix of media relations, strategic brand and product messaging, while leveraging and building relationships with consumer, lifestyle, business and technology press.

"We're pleased to have ASTRSK on the ParkerVision team as they understand our vision for building momentum around our Milo WiFi products," said ParkerVision Chief Executive Officer Jeffrey Parker. "Given their integrated approach and track record of creative and impactful ideas, we believe that they will help create awareness of Milo among home users and small business owners eager for a highly reliable distributed WiFi product at an affordable price. ASTRSK's abilities and experience in channeling the power of PR will further support our efforts to take advantage of this market opportunity."

"We're excited to be working with ParkerVision on the official launch of Milo WiFi and helping to tell its story to the media and consumers as Milo transitions from a successful beta phase and soft launch," said Elliot Tomaeno, Founder and CEO of ASTRSK PR. "By combining ASTRSK's track record of producing high-profile communications campaigns and targeted media relations, with ParkerVision's history of technological innovations, we look forward to establishing Milo's presence in the WiFi market."

About ParkerVision, Inc.

ParkerVision, Inc. designs, develops and markets its proprietary radio-frequency (RF) technologies, which enable advanced wireless solutions for current and next generation communications networks. Currently developing several new products to enhance WiFi connectivity for small businesses and consumers, ParkerVision has recently unveiled a family of products under the Milo™ brand that leverages existing WiFi infrastructure to create more optimal WiFi configuration and superior coverage. For more information please visit www.parkervision.com. (PRKR-G)

About ASTRSK

Founded in 2012, [ASTRSK PR](#) is an award-winning public relations agency built for high growth brands, apps, and platforms that embrace their rebellious side. Founded by Elliot Tomaeno, ASTRSK and its team have been recognized by Advertising Age, PR Week, Forbes, Mashable and more for their approach to media relations and ability to tell the stories of the world's most innovative brands (Glu Mobile, Depop, MVMT, Moo, Cole Haan, Classpass, Weebly, and films like *Ex Machina* & *Zero Days* to name a few).

Safe Harbor Statement

This press release contains forward-looking information. Readers are cautioned not to place undue reliance on any such forward-looking statements, each of which speaks only as of the date made. Such statements are subject to certain risks and uncertainties which are disclosed in the Company's SEC reports, including the Form 10-K for the year ended December 31, 2016 and the Forms 10-Q for the quarters ended March 31, 2017 and June 30, 2017. These risks and uncertainties could cause actual results to differ materially from those currently anticipated or projected.

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Source: ParkerVision, Inc.

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