



## **XM Introduces XM Direct 2, a New Universal Adapter Solution for Satellite Radio Compatible Car Stereos**

Washington D.C., October 15, 2007 -- XM Satellite Radio (NASDAQ: XMSR), the nation's leading provider of satellite radio, today introduced the Audiovox XM Direct2, the industry's first programmable universal adapter solution for the more than 100 satellite ready car stereos on the market today from manufacturers such as Alpine, Clarion, Eclipse, Jensen, JVC, Kenwood, Panasonic, and Sony.

XM Direct 2 turns satellite-ready car stereos into XM Radio, and allows the drivers to listen to XM's 170-plus digital channels of music, sports, talk and entertainment, using the stereo controls and display screen. The programmable unit allows retailers to download and update the latest software online so XM Direct 2 will continue to be compatible with new and upgraded car stereos as they become introduced into the market

"There are millions of satellite radio compatible car stereos being used today. XM Direct 2 delivers a convenient way to add XM Radio's 170 channels of entertainment to your vehicle," said Blair Kutrow, senior vice president, product development and campaign management, XM Satellite Radio.

XM Direct 2 comes with a universal adapter kit, a car stereo connection cable and the XM Mini-Tuner, a portable subscription that can be used in the car or in compatible XM-Ready home stereo products and the Nexus XM2go portable radio. The satellite radio compatible car stereos will receive XM when connected to the XM Mini-Tuner car dock. The small, removable Mini-Tuner cartridge can be conveniently installed to deliver XM directly to the car stereo.

The complete XM Direct 2 solution has a suggested retail price of \$129.99 and is available at most national, regional and specialty retailers located in car stereo departments. It is intended to be professionally installed.

For more information about the XM Direct 2 solution, please visit [www.xmradio.com/xmdirect2](http://www.xmradio.com/xmdirect2).

### **About XM**

XM (NASDAQ: XMSR) is America's number one satellite radio company with more than 8.2 million subscribers. Broadcasting live daily from studios in Washington, DC, New York City, Chicago, the Country Music Hall of Fame in Nashville, Toronto and Montreal, XM's 2007 lineup includes more than 170 digital channels of choice from coast to coast: commercial-free music, premier sports, news, talk radio, comedy, children's and entertainment programming; and the most advanced traffic and weather information.

XM, the leader in satellite-delivered entertainment and data services for the automobile market through partnerships with General Motors, Honda, Hyundai, Nissan, Porsche, Subaru, Suzuki and Toyota, is available in 140 different vehicle models for 2007. XM's industry-leading products are available at consumer electronics retailers nationwide. For more information about XM hardware, programming and partnerships, please visit <http://www.xmradio.com/>.

### **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 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, auto sound systems including satellite radio, vehicle security and remote start systems; consumer electronics products such as portable DVD players, Portable GPS, flat-panel TV's, extended range two-way radios, multi media products like digital picture frames and home and portable stereos as well as consumer accessories such as indoor/outdoor antennas, connectivity products, headphones, speakers, wireless solutions, remote controls, power & surge protectors and media cleaning & storage devices. 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, Jensen, Acoustic Research, Advent, Code Alarm, Terk, and Prestige brands, as well as the recently-acquired rights from Thomson's America's consumer electronics accessory business to the RCA brand for Consumer Electronics accessories. The acquisition also includes the Recoton, Spikemaster, Ambico and Discwasher brands for use on any products and the Jensen, Advent, Acoustic Research and Road Gear brands for accessory products. Audiovox already owns Jensen, Advent, Acoustic Research and Road Gear brands for electronics products as part of prior acquisitions. For additional information, visit our web site at [www.audiovox.com](http://www.audiovox.com).