



P R E S S R E L E A S E

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FOR IMMEDIATE RELEASE

AUDIOVOX TAPS SIRAS TO HELP RETAILERS REDUCE THEFT AND RETURN FRAUD

Leading Consumer Electronics Maker To Register Products Under Four Brands for SIRAS Programs.

REDMOND, Wash., April 2, 2008 - SIRAS.com, the pioneer in POS Electronic Product Registration, has announced that **Audiovox Corporation**, a major supplier of mobile and consumer electronics products and accessories, has moved to certify products in their Audiovox, Jensen, RCA and XM Satellite Radio brands for activation in SIRAS's POS Electronic Registration and Smart Return™ programs. SIRAS's programs provide manufacturers and retailers with the ability to better manage return and warranty programs by tracking products throughout the sales and return lifecycle.

“Audiovox is among the leaders in the consumer electronics industry, said Peter Junger, president of SIRAS, “and they’ve been very thorough in examining the benefits and effectiveness of SIRAS’s programs. Their decision to become

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SIRAS certified speaks volumes about our ability to save them and their retailers money.”

“Our decision to work with SIRAS is part of our ongoing effort to provide our retailers with better tools to manage the sales and service of our products,” said Tom Malone, president of Audiovox Electronics Corporation. “SIRAS’s programs have proven to be especially effective in reducing retail shrinkage and fraudulent returns, and that’s a tremendous advantage to us, to our retailers, and ultimately for our consumers, as well.”

Initially, said Malone, Audiovox will activate select portable DVD players, two-way radios, in-car entertainment products, and MP3 players.

About SIRAS.com

SIRAS.com is the pioneer in POS Electronic Registration and Return Validation technology, which allows retailers and manufacturers to track products, reduce returns and fraud, protect inventory, validate warranty eligibility, and improve both forward and reverse logistics operations. By tracking only products, not personal data, SIRAS respects and preserves consumer privacy. At the same time, it provides valuable tools for its manufacturing and retail clients to improve operations, visibility and the customer experience throughout the life of the products while realizing maximum profitability. The company has also implemented SIRAS P.I. (Product Information), the first ever, nationwide database initiative designed to help law enforcement officials throughout the country, report, track down, and recover stolen items.

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