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ALPINE DEBUTS WORLD'S FIRST CAR AUDIO HEAD UNITS THAT ALLOW TRUE INTEGRATION WITH iPod

TORRANCE, Calif, January 6, 2004 -- Alpine Electronics of America, Inc., the industry-leading manufacturer of high performance mobile electronics, will demonstrate at CES the world's first solution that enables consumers to connect and control their iPod from their in-vehicle sound system. Alpine's iPod Ready strategy is part of the company's overarching mission to create innovative in-vehicle electronics that are easier to use and provide great sound in the mobile environment.

"The integration of iPod control into selected 2004 Alpine in-dash receivers addresses the growing market of portable digital audio device users who want a safe and easy-to-use solution for playback in the car." said Stephen Witt, Alpine's vice president of Brand Marketing.

With a simple one-cable connection, iPod users will be able to operate key playback features from the Alpine receiver's buttons and have display of playlists, album, artist and songs on the head unit. The iPod can then be safely stored in the glove box or console because it acts like a portable hard drive connected to the head unit through Alpine's powerful Ai-Net system bus. The Alpine connectivity solution also provides charging of the iPod's internal battery.

"Alpine's iPod Ready in-dash receivers will allow iPod users seamless control of up to 10,000 songs easily in their car," said Stan Ng, Apple's Director of iPod Product Marketing. "Being able to display song information and browse the iPod's entire music library right from the Alpine head unit makes this a superior way to enjoy non-stop music in the car."

Alpine has engineered a unique interface box that takes advantage of the iPod Accessory Protocol allowing audio, track information, and control signals to be communicated over the Ai-NET system bus to the in-dash receiver. This seamless integration provides emulation of the iPod's controls through an Alpine head unit using both the front panel buttons and the wireless remote control.

Alpine's iPod Ready Interface kit will be available later this summer through Alpine authorized retailers. To receive more information on the Alpine iPod Ready receivers, consumers may send an e-mail to ipodready@alpine-usa.com

Alpine Electronics

Amplifier -- 900W max power* 14.4V RMS Power

Alpine Electronics is the world's leading automotive consumer electronics

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system supplier and an ISO certified corporation. Alpine specializes in an integrated platform concept for mobile multimedia with premium components for digital audio/video media playback, digital broadcast reception, and satellite linked navigation. With research and development facilities in Asia, Europe and the U.S., Alpine is the global leader for mobile sound systems and in-vehicle navigation for both after-market and OEM factory installations. Alpine Electronics is a consolidated subsidiary of Alps Electric Co., Ltd., one of the world's premier manufacturers of electronic components for computer, communications and car electronics equipment. Visit www.alpine-usa.com to learn more about Alpine products or to find an authorized retailer.

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