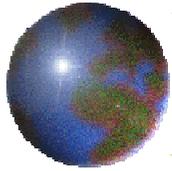


*Cobra Electronics Corporation  
Annual Meeting*

May 8, 2007

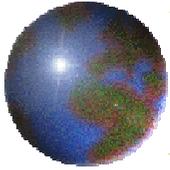




## Safe Harbor

*Certain statements in this presentation regarding Cobra's long-term growth, value creation, and dominance of the relevant market place are forward-looking statements that invoke substantial risks and uncertainties. Actual results may differ materially from those implied by such forward-looking statements as a result of various factors. Listeners and readers are encouraged to review Cobra's 2006 Annual Report on Form 10-K for other important factors that may cause actual results to differ materially from those implied in these forward-looking statements. This presentation contains certain non-GAAP financial measures. A reconciliation of these financial measures to the comparable GAAP financial measures is contained in the version of this presentation located on Cobra's web site at [www.cobra.com](http://www.cobra.com)*



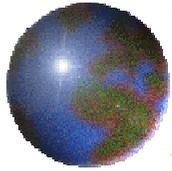


# Cobra Electronics Corporation Annual Meeting

*Yesterday, Today  
and Tomorrow*

*James R. Bazet  
President and CEO*





# Agenda

Introduction

**Jim Bazet**

*President & CEO*

Marketing & Sales Overview

**Tony Mirabelli**

*SVP, Marketing & Sales*

Financial Overview

**Michael Smith**

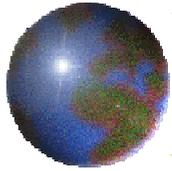
*SVP & Chief Financial Officer*

Concluding Remarks

**Jim Bazet**

Q & A

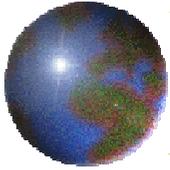




## *A Historical Perspective*

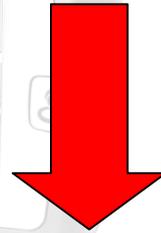
- Central Television Service founded in 1948 to provide television repair services
- Evolved into B&K Electronics – a designer and manufacturer of television test equipment
- Acquisitions and new opportunities led to the formation of Dynascan Corporation in 1962
- Developed the first Citizens Band radio in 1963 and the Cobra name was adopted for the company in 1993
- Introduced cordless telephones and radar detectors in the early 1980s; sold non-consumer business units in the mid 1980s
- Entered the two-way radio business in the 1998 and exited the cordless phone business
- Entered the mobile navigation business in 2004
- Entered the marine electronics business in 2004
- Acquired Performance Products Limited in late 2006



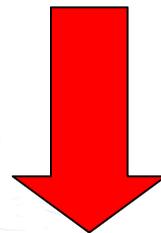


# *Yesterday, Today & Tomorrow*

***Yesterday's challenges***

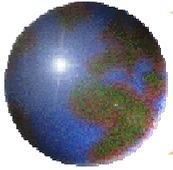


***Today's successes***



***Tomorrow's opportunities***

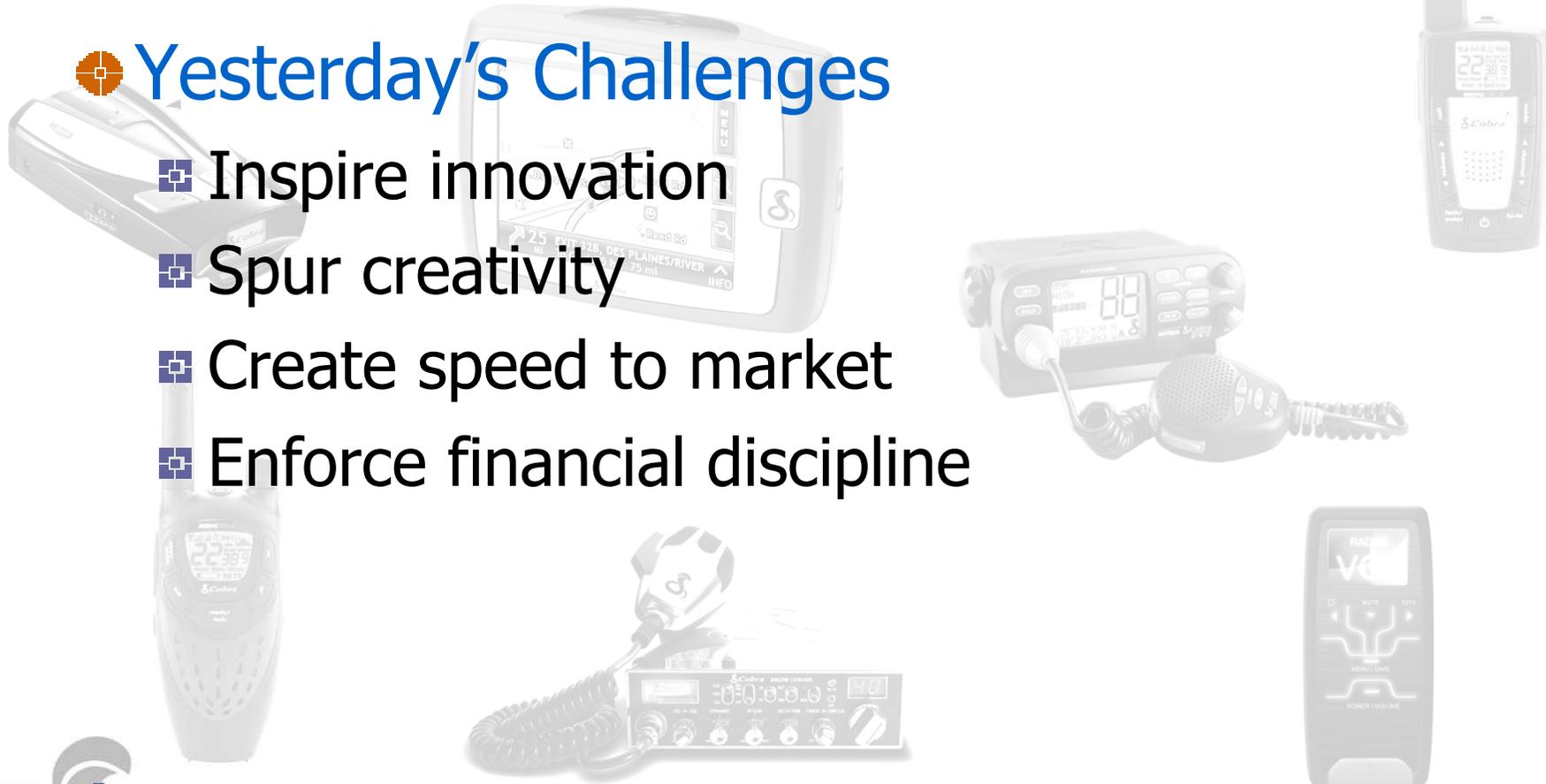


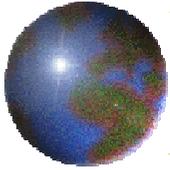


# *Yesterday, Today & Tomorrow*

## Yesterday's Challenges

-  Inspire innovation
-  Spur creativity
-  Create speed to market
-  Enforce financial discipline

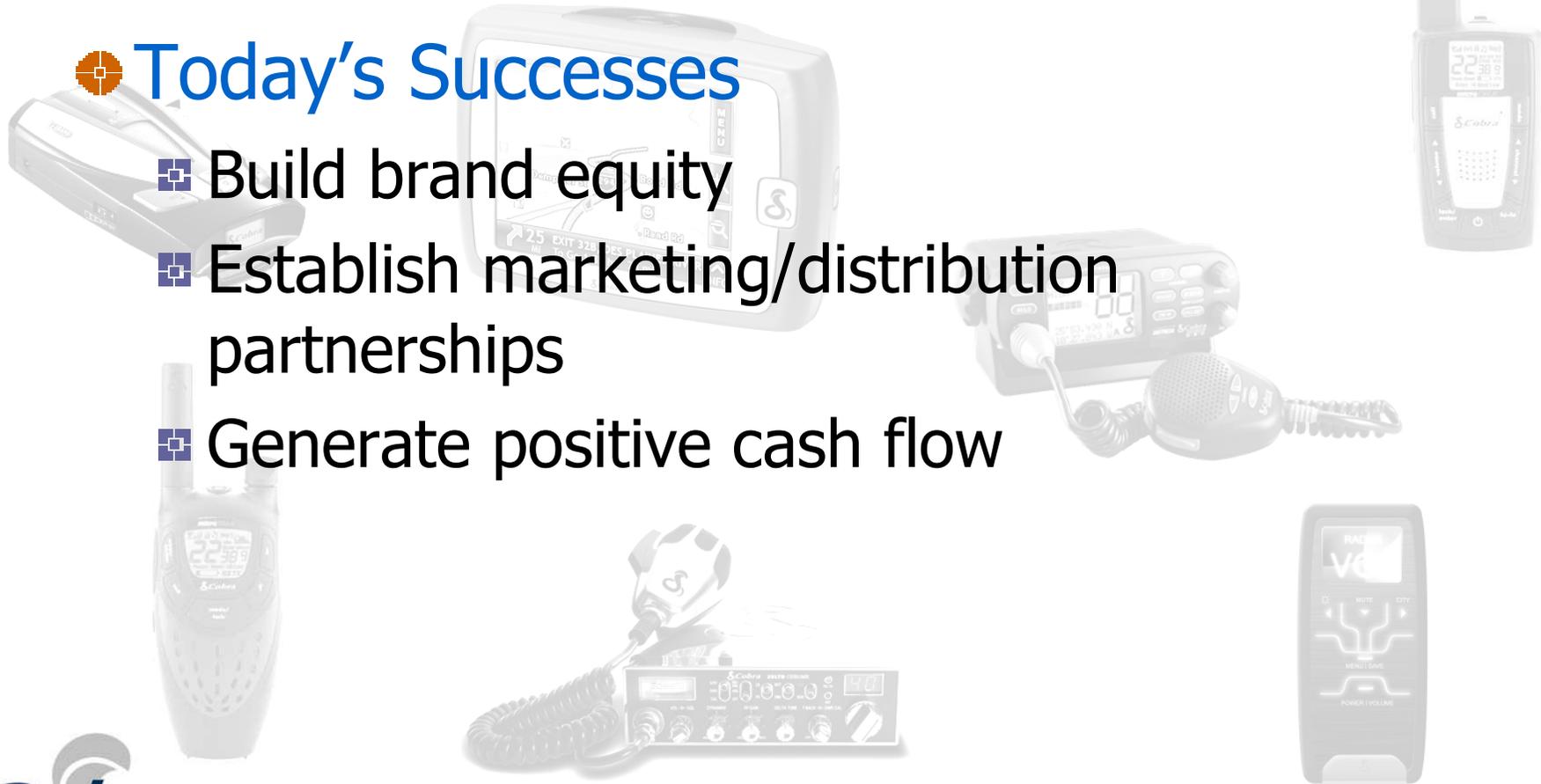




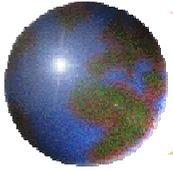
# *Yesterday, Today & Tomorrow*

## Today's Successes

-  Build brand equity
-  Establish marketing/distribution partnerships
-  Generate positive cash flow





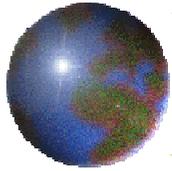


# *Yesterday, Today & Tomorrow*

## Tomorrow's opportunities

-  Generate organic growth
-  Enter new categories
-  Identify acquisition opportunities

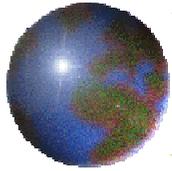




# *Successes and Opportunities - 2006*

- Extend leadership in legacy categories
  - Two-way radios
  - Radar detection
  - Citizens Band radios
- Drive growth in emerging categories
  - Mobile navigation
  - Marine electronics
- Leverage strong marketing and distribution relationships
- Secure strategic acquisition
- Increase shareholder value





## “Cash Cows”

### ❁ Two-Way Radio

- ❑ Innovator in product design and features
- ❑ Innovator in marketing and merchandising
- ❑ Attained #1 market share worldwide

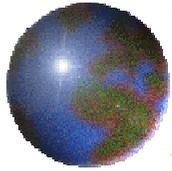
### ❁ Radar Detection

- ❑ Continued innovation in design, features and performance
- ❑ Expanding #1 market share

### ❁ Citizens Band Radio

- ❑ Creative merchandising to drive purchases
- ❑ Continued leader - in reputation and market share





## *“Rising Stars”*

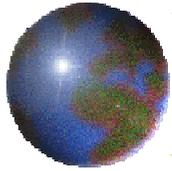
### 🌀 Mobile Navigation

- ❑ Established proprietary platform
- ❑ Launched NAV ONE™ 2500
- ❑ Established new distribution for 2007

### 🌀 Marine Electronics

- ❑ Secured new domestic retail and wholesale distribution
- ❑ Developed innovative line of VHF radios for 2007
- ❑ Expanding international presence – Europe, South America, Caribbean



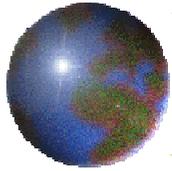


## Acquisition of PPL

### ☀ Met key acquisition criteria that drove process:

- ☒ Complementary business – *Dashboard focused*
- ☒ Strategic assets – *Brand equity and Enigma database*
- ☒ High caliber management team – *Retained key management and structured earn-out*
- ☒ Accretive in the near term – *Anticipate accretive financial performance in 2007*





# A History of “Firsts”

## FRS/GMRS

- Smallest high-powered radio
- VibrAlert™ silent vibrating alert
- Lithium ion battery power

## Citizen’s Band Radio

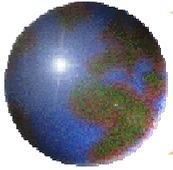
- NOAA All Hazards Alert Radio
- SoundTracker® noise reduction
- NightWatch™ illumination

## Radar Detection

- Voice Alert™ technology
- 360° laser detection
- Strobe Alert™ technology
- 6, 9, 10, 11 & 12 Bands
- Red light camera database

## Mobile Navigation

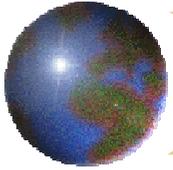
- Brightest screen in category
- “My Favorite Brands”
- “Plug & Play” real-time traffic
- Comparative traffic routing
- Red light/speed camera database



## *Marketing and Distribution*

- ➊ Strengthening partnerships with consumer electronics retailers
- ➋ Increased placement and more product categories in mass merchandisers
- ➌ Growing presence in marine, sporting goods and outdoor retailers
- ➍ Cobra products continue to drive business at travel centers and distributors



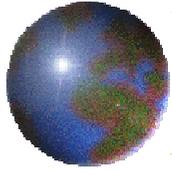


## *Marketing and Distribution*

- ✦ Introduced new products in Europe leading to broader distribution
- ✦ Growing presence in other international markets fueled by new product introductions



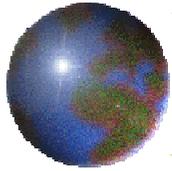




# *Shareholder Value Creation*

- Brand Equity
- Retail Placement
- Product and Marketing Innovation
- New Product Categories
- Intellectual Property
- Employees
- Annual Dividend





## 2006 in Review

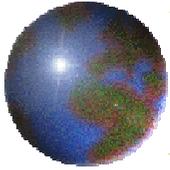
### Challenges

- Impact of fuel price increases on professional drivers
- New entrants putting mobile navigation competitive landscape in flux
- Impact of technological innovation on vendor capabilities
- Impairment of intellectual property assets

### Successes

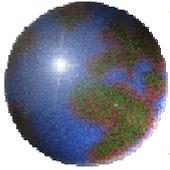
- Secured acquisition of strategic business
- Launched new mobile navigation products on proprietary platform
- Expanded channels for radar detection and Citizens Band radios
- Attracted new distribution partners for marine electronics
- Broadened Cobra Europe product lines





# *Cobra in the News*

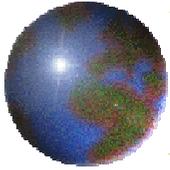




## ***CES Innovations Awards***

**The XRS R9G received an Innovation award at the 2007 International CES.**





# Cobra Media Coverage

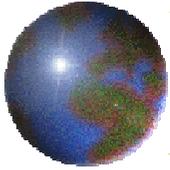
## National

- USA Today
- Business Week
- C Net
- Car & Driver
- Motor Trend
- Fast Company
- Men's Fitness
- Fortune
- Esquire
- Forbes
- Road & Track
- PC Magazine
- Popular Science

## Regional

- NBC 5 Chicago
- Daily Herald
- ABC News New York
- FOX Chicago
- Chicago Tribune
- Chicago Sun Time
- New York Times
- Crain's Chicago



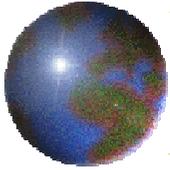


# Media Quotes



“Once out of the box, the NavOne 4500 was ready to go...the trail mode helped us return to marked roadways, a very nice option.”



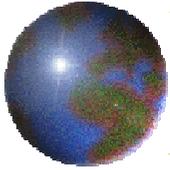


# Media Quotes

“I was quite impressed with the overall quality of the 9930 and its ability to detect signals at sufficient range.....”

**POPULAR COMMUNICATIONS**





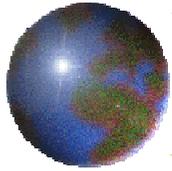
## Media Quotes

- **PC Magazine** (March 23, 2006) – “Talk about seeing the big picture. Cobra Electronics’ NAV ONE 4500 portable GPS navigation system sports a 5-inch touch screen that makes it a lot easier to see your desired route at a glance...The device includes a matchbook-sized FM-based traffic receiver, helping you to detour around even the worst delays.”

- **E-GEAR** (April 2006) – “The NAV ONE is intuitive to use. My favorite feature is the easy-to-use location route map. ...”



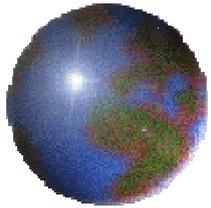




## Media Quotes

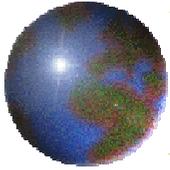
- ✪ **Florida Sportsman** (May 2006) – “The MC 600 Series is waterproof and we found them to be the most intuitive to use of any chartplotter we have seen to date. Cobra’s chartplotters, with a six-inch display, have most of the same features as a large-screen chartplotter costing five times the price.”
- ✪ **Southern Boating** (February 2006) – “The MC 600 Series is able to pack a wealth of navigational data into a compact package that will fit the helm of any vessel.”





# *Summary of Marketing and Sales*

*Tony Mirabelli*  
*Senior Vice President*  
*Marketing & Sales*



# *Harnessing Innovation*

## Personal Communications

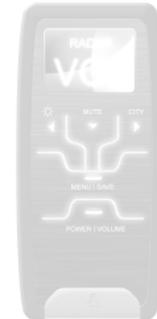
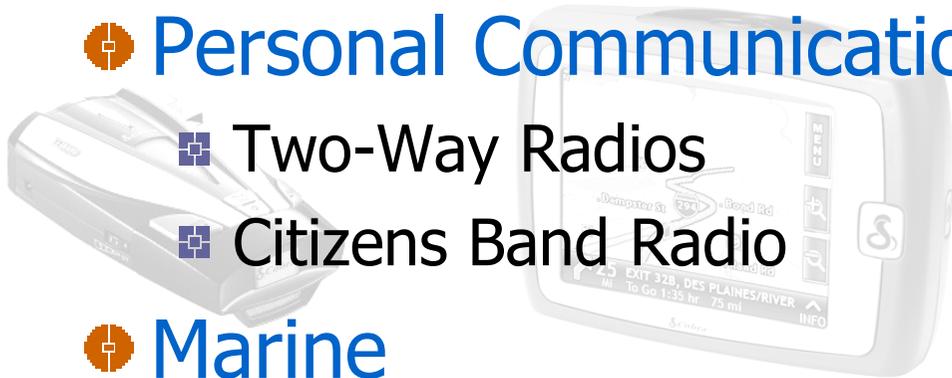
- Two-Way Radios
- Citizens Band Radio

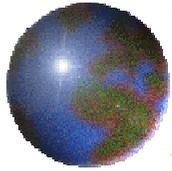
## Marine

- VHF Radios
- Chartplotters

## Navigation

- Radar Detection
- Mobile Navigation



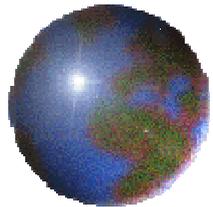


# *Leveraging Strengths*

## Distribution Channels

-  Travel Centers
-  Consumer Electronics Retail
-  Mass Merchandisers
-  Sporting Goods/Outdoor Retailers
-  Marine Retailers and Distributors



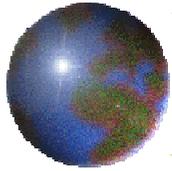


## *Personal Communications*

**microTALK<sup>®</sup>**

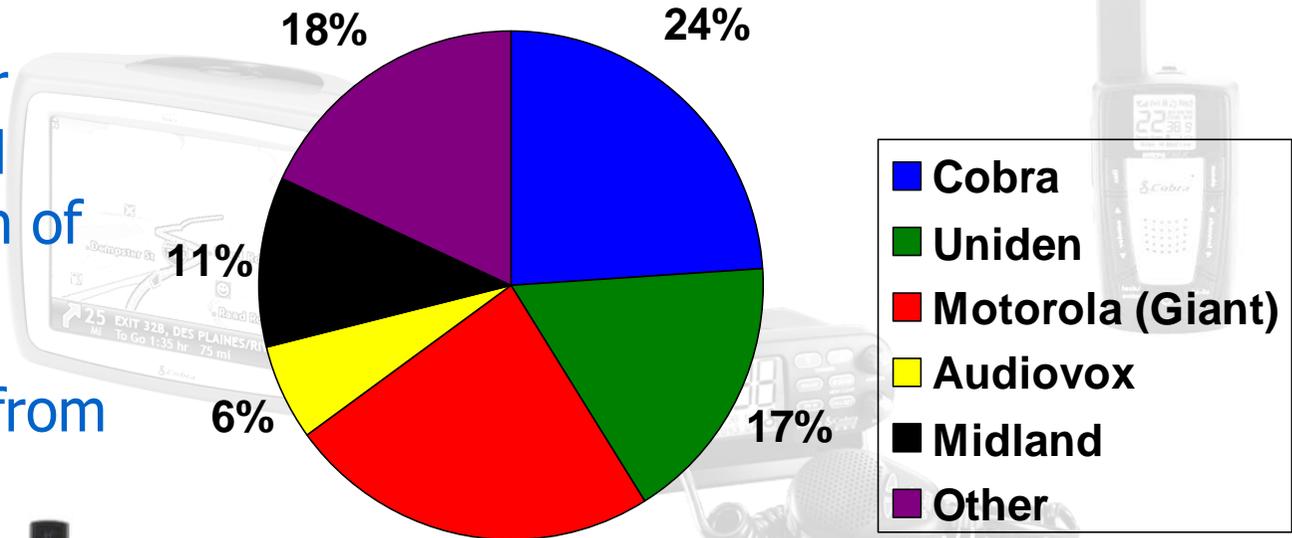
**SOUND-TRACKER<sup>®</sup>**  
SYSTEM





# Two-Way Radios

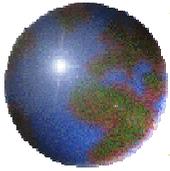
- Only manufacturer with high powered radios at a fraction of the size
- Full line of radios from 8 to 25 Miles



24%

2006 Unit Market Shares: U.S.  
Source: IMR; PTR; CEC estimates





# Two-Way Radios



PR 170-2 VP  
**8 MILES**

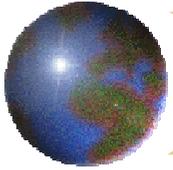


PR 260-2 WX VP  
**12 MILES**



PR 4100-2 WX VP  
**16 MILES**





*Innovation in Two-Way Radios-  
Another First from Cobra:  
The World's Smallest 5 Watt  
LiON High Powered Compact Radio  
with a range of up to 25 miles!*

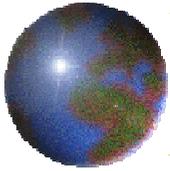


**Cobra**  
ELECTRONICS

**ULTRA  
COMPACT  
LITHIUM ION  
BATTERY TECHNOLOGY  
HIGH  
CAPACITY**

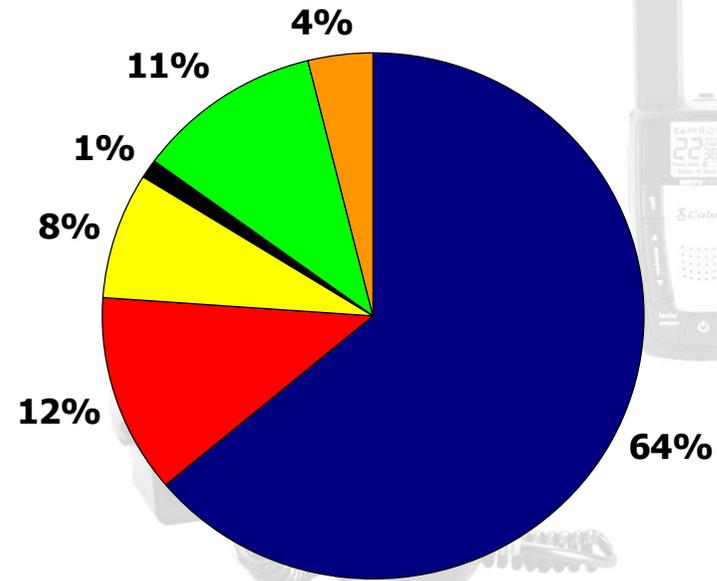






# Citizens Band Radios

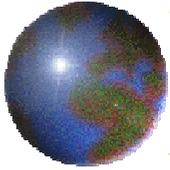
- Market leader
- Creative merchandising spurs replacement purchases
- Successful limited editions create incremental sales



2006 Unit Market Shares: U.S.

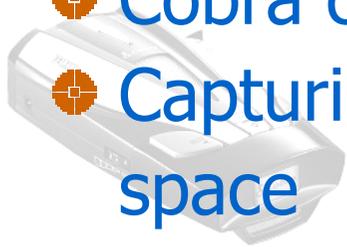
Source: IMR; CEC estimates





# Citizens Band Radios

- Cobra continues to lead this category
- Capturing increased mass merchandiser shelf space



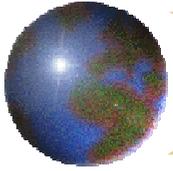
**25 LTD Classic**



**29 LTD Classic**

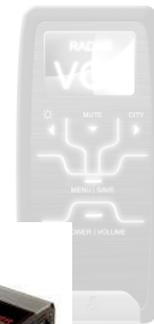


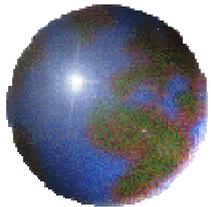
**The Number 1 Choice of Professional Drivers**



# *Power Inverters*

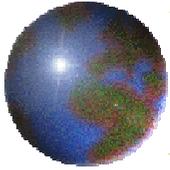
- Sales doubled in the category in 2006
- Unsurpassed value and quality
- Offering power levels for every application
- Expanding line with retail models in 2008





## *Marine Electronics*

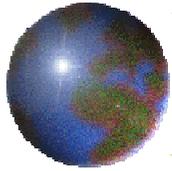




# Marine Electronics

- ✦ First to market VHF radio features
- ✦ Feature-rich chartplotter with new VHF radio synergies
- ✦ Established global distribution
- ✦ Increased market presence at US and EU industry events





## *Introducing 2007 Industry Firsts*



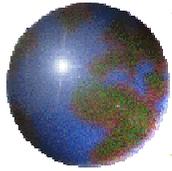
### **•First Combination Marine VHF and GMRS Radio**

- 10X More Powerful than the Competition**
- Multiple Season Use**
- Cross Band Communication and Scanning**



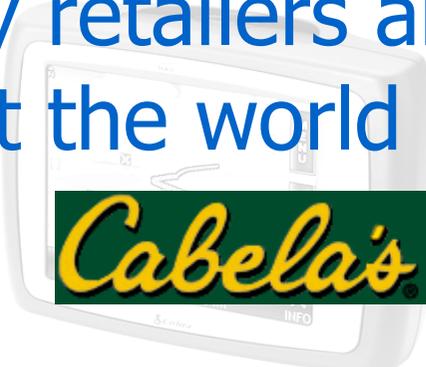
### **•Cobra Exclusive Rewind-Say-Again™**

- Digital Voice Recorder**
- Play back missed calls**
- Record important calls and voice notes**



# Marine Electronics

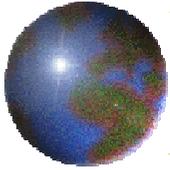
➦ Sold at key retailers and distributors throughout the world



Bergsala

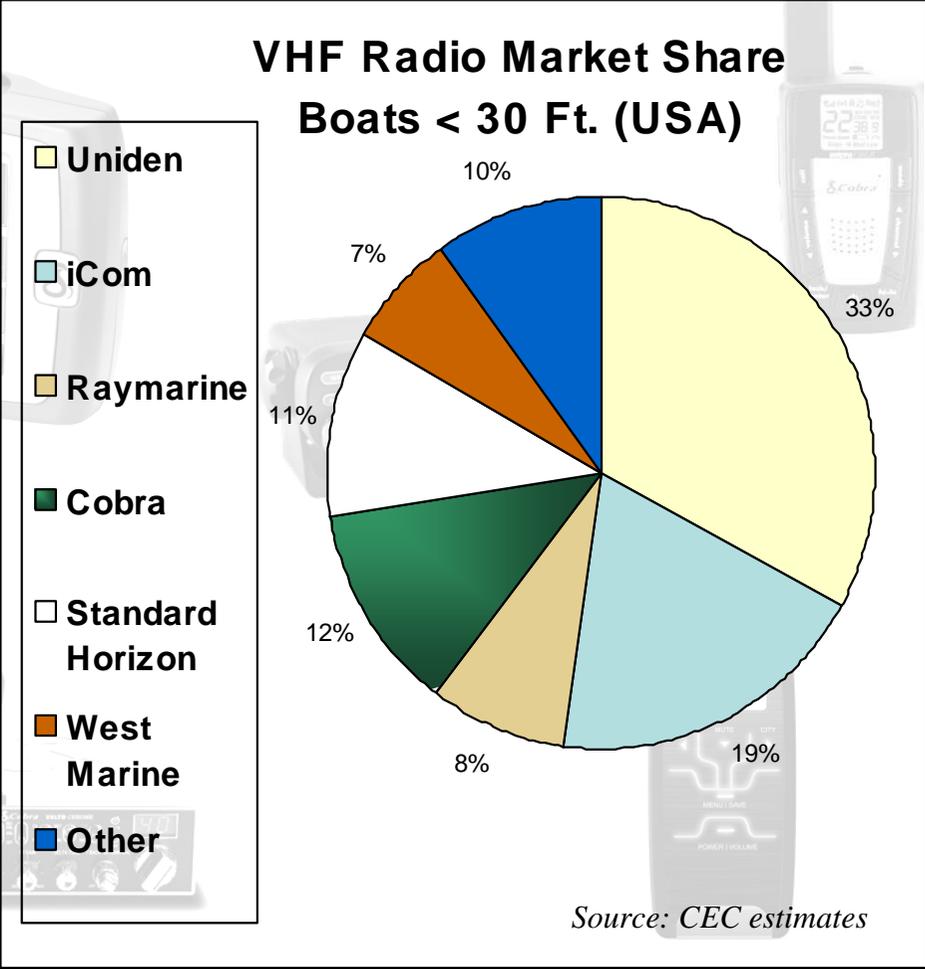


Teleimpex

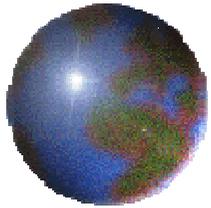


# Marine Electronics

- North America market share continues to grow
- Similar success in Europe
- Further distribution in: Canada, New Zealand, Australia, South Africa, Central and South America

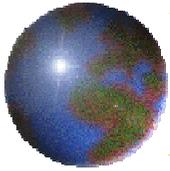






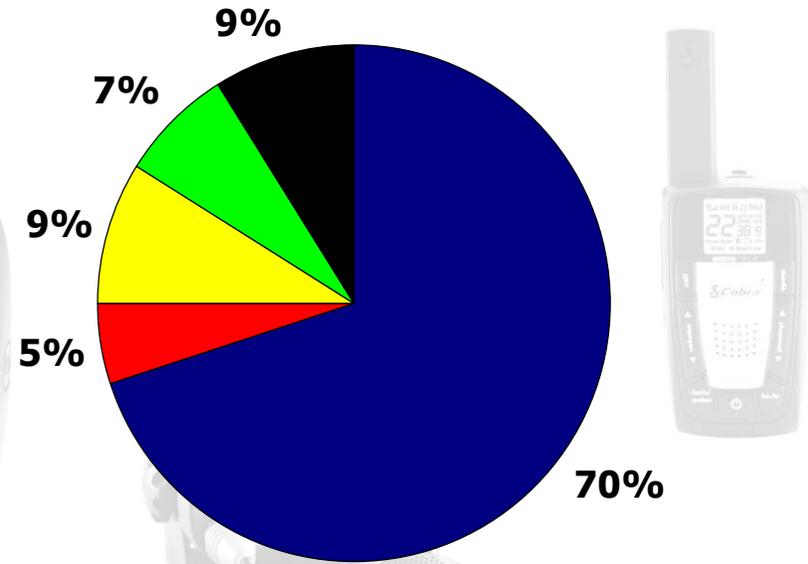
# *Navigation & Detection*





# Radar Detection

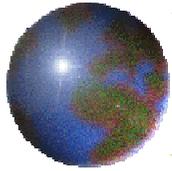
- Market share continues to grow
- Expanding distribution : #1 Supplier for Key Major Retailers
- Filling price points from \$49 all the way to \$429 Retail
- Innovative features and design, including new remote radar with Speed/Red Light Camera database (XRS R9G).



2006 Unit Market Shares: U.S.

Source: IMR; PTR; CEC estimates





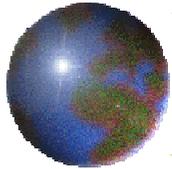
# *Cobra's New 2007 Radar Line*

**IntelliLink™ Wireless  
Remote Series**

**12-Band™ S-XRS**

**Maximum Performance  
Radar/Laser Detectors**





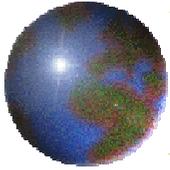
# The SMART Wireless Remote Control

- ◆ **IntelliLink™ 2.4GHz Wireless Remote System**
- ◆ **12 Band S-XRS Maximum Performance Technology for best-in-class performance**
- ◆ **Speed/Red Light Camera GPS Locator (Standard on XRS R9G; optional on XRS R7)**
- ◆ **Discreet Mounting and Easy-to-Install**
- ◆ **Intuitive User Interface using ExtremeBright Datagrafix™ Full Color OLED Display**
- ◆ **Remote can be removed/hidden when leaving the car, thus avoiding potential theft**



**12 BAND™**  
S - X R S





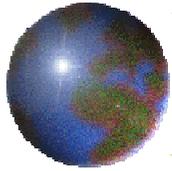
## *Mobile Navigation*

- ✦ NAV ONE 2500 in stores September 2006.
- ✦ NAV ONE 2100 (with enhanced GPS receiver performance) shipped in March 2007.
- ✦ Positive retail reception – Key retailers adding Cobra Mobile Navigation throughout 2007.



NAV **ONE**  
2500 Navigation

**Cobra**  
ELECTRONICS

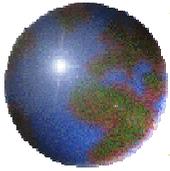


## *Mobile Navigation*

- ❁ Innovation continues in 2007
- ❁ The NAV ONE 2100, with features unavailable from other competitors
  - ❁ Ultra-bright touchscreen
  - ❁ On-screen route comparison
  - ❁ Available real-time traffic
  - ❁ Over 5 million points of interest
  - ❁ My Favorite Brands
  - ❁ Speed/Red Light Camera Locations



NAV **ONE**  
2100 Navigation

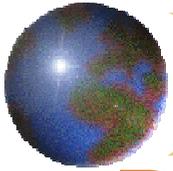


# Leveraging Strengths

 **Build and sustain market leadership**

-  Listen
-  Innovate
-  Differentiate
-  Design
-  Merchandise





# Brand Advertising

**Cobra®**

**THE END OF CONFUSION**

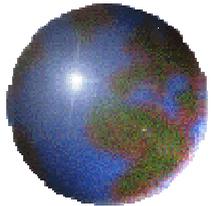
Make driving easy - the Cobra NavOne® 2100 portable navigation system.  
 Brightest Available Screen - Speed/Red Light Camera Warning - Exclusive  
 Brand Icons. Nothing Comes Close to a Cobra®

WWW.COBRACOM

NavOne® 2100



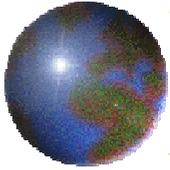




# *Financial Summary*

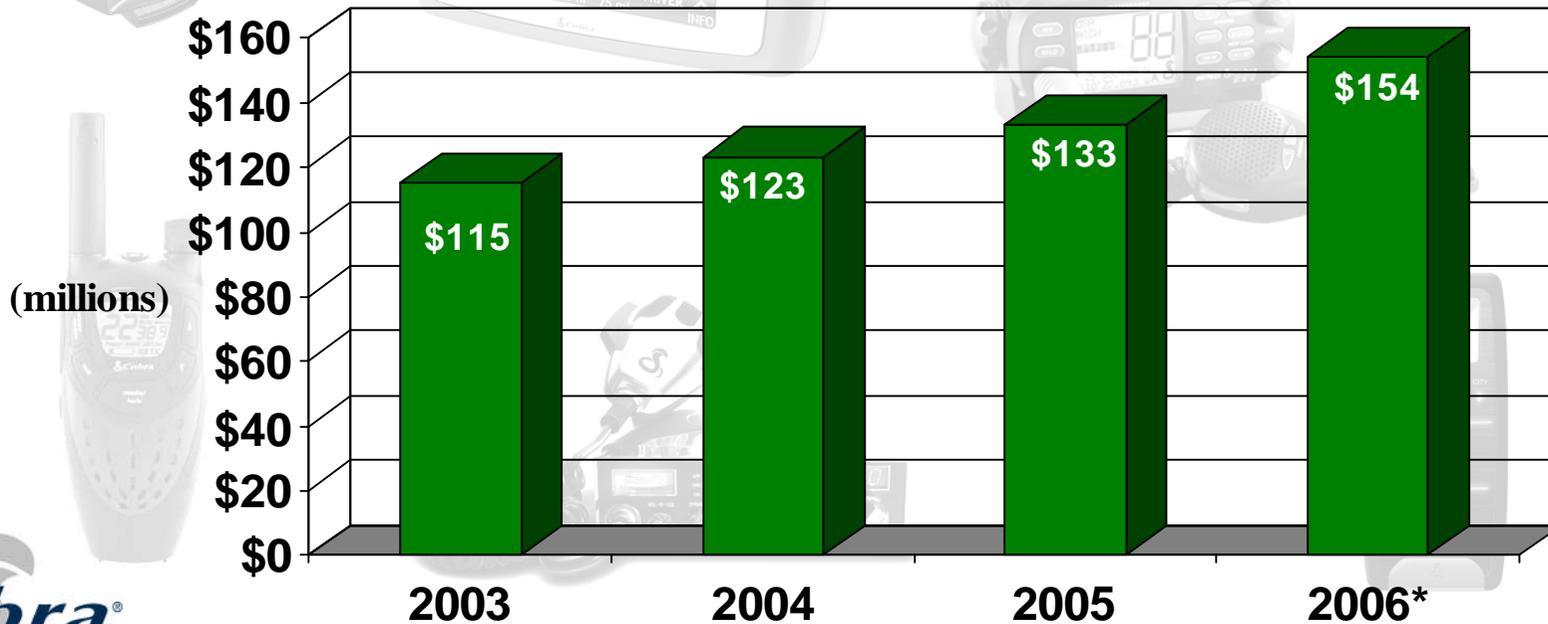
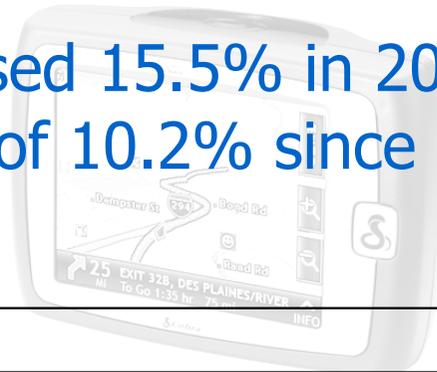
*Michael Smith*

*Senior Vice President and  
Chief Financial Officer*

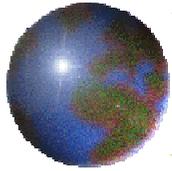


# Net Sales 2003 - 2006

⊕ Sales increased 15.5% in 2006; compound annual growth rate of 10.2% since 2003

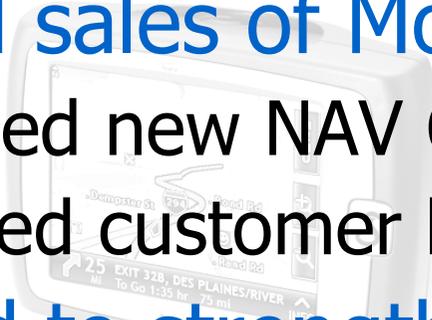


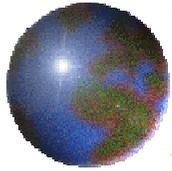
\* 2006 includes Performance Products sales from 10/20/06.



## *Net Sales – 2006*

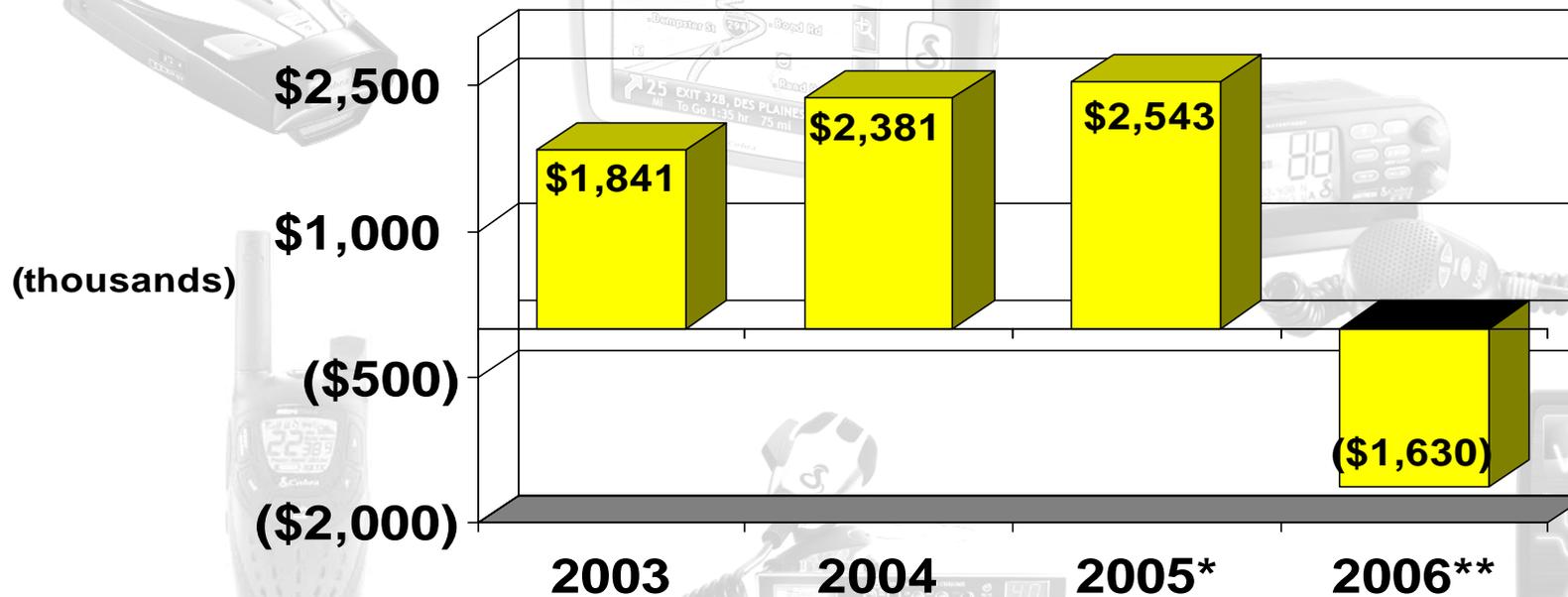
- Increased sales of Mobile Navigation
  - Introduced new NAV ONE 2500
  - Broadened customer base
- Continued to strengthen #1 Radar market position with success of new 12-Band™ models
- Developed strong marine business in Europe
- Acquired Performance Products in U.K.





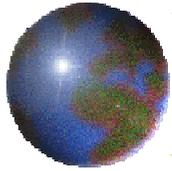
# Net results 2003 - 2006

⊕ Net loss in 2006

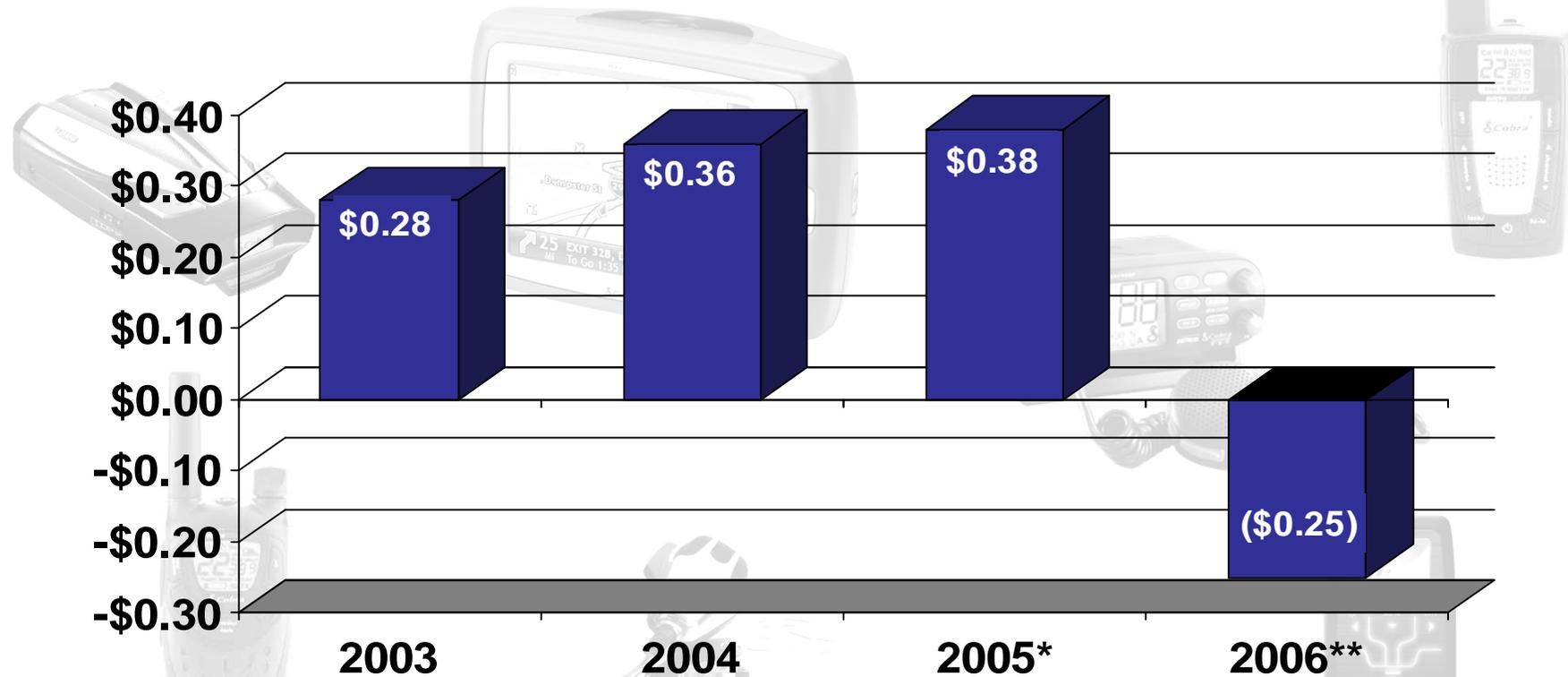


\* 2005 results adjusted for nonrecurring gains.

\*\*2006 results include Performance Products since 10/20/06.



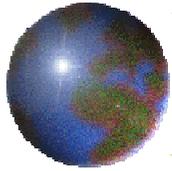
## Per Share Results 2003 - 2006



\* 2005 results adjusted for nonrecurring gains.

\*\*2006 results include Performance Products since 10/20/06.

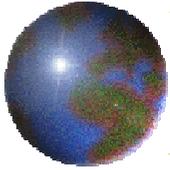




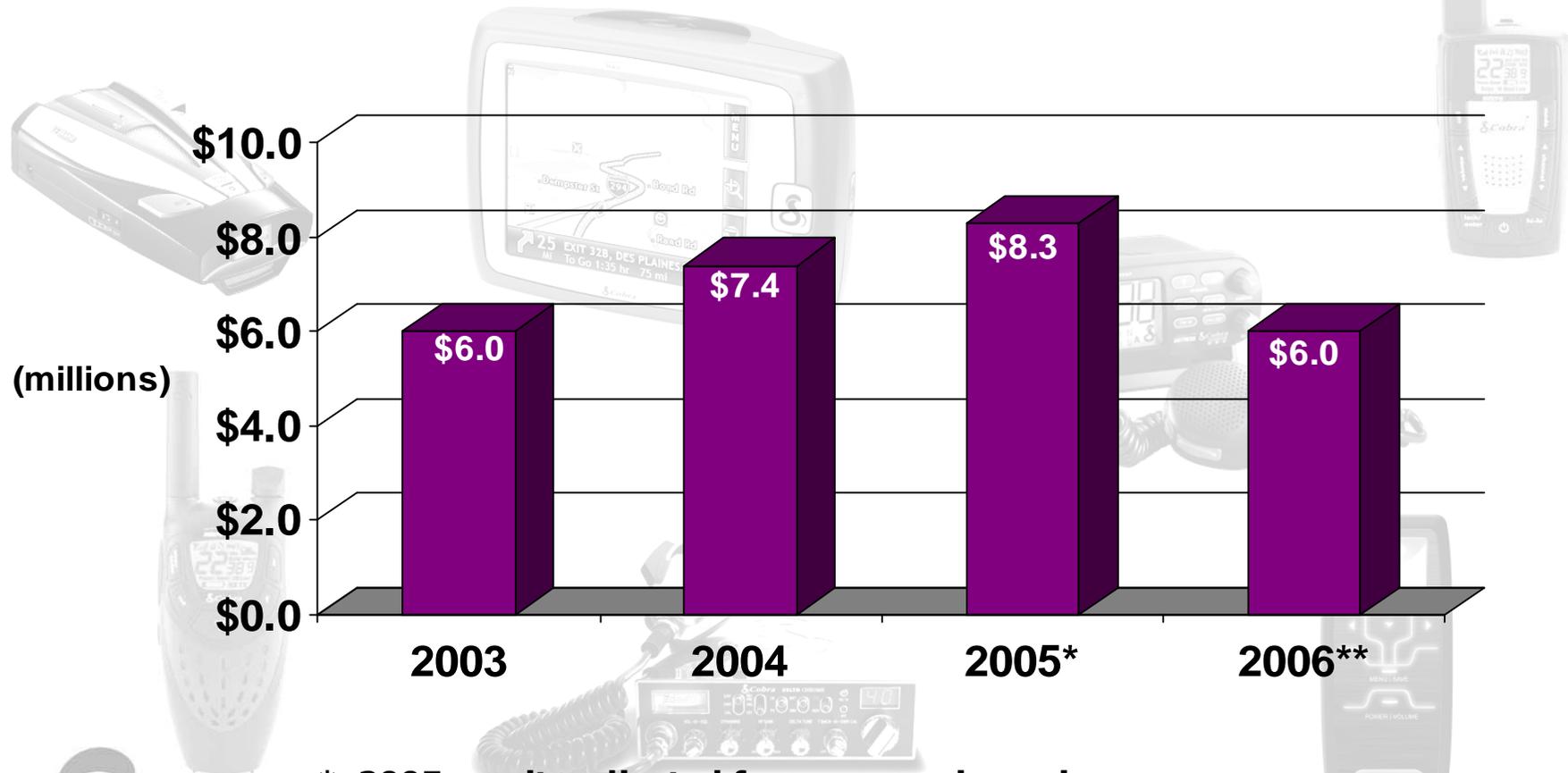
## *Loss per Share - 2006*

- \$5.1 million of intellectual property impairment and inventory write downs for first generation handheld and Mobile Navigation products as a result of:
  - Acquisition of new IP for future Mobile Navigation
  - Impact of lower selling prices
- Higher Two-Way Radio costs
  - Commodity price increases
  - Increased air freight due to production delays
- SG&A 21.2% of net sales vs. 23.0% in 2005
  - 2006 included professional fees for PPL acquisition



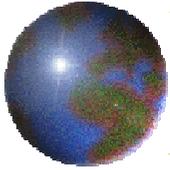


# EBITDA – 2003 - 2006



\* 2005 results adjusted for nonrecurring gains.

\*\*2006 results include Performance Products since 10/20/06.

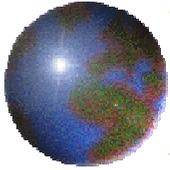


## *Strong Balance Sheet*

- \$21.9 million for acquisition of PPL
  - Funded with bank debt and cash from operations
  - \$16.7 million of interest-bearing debt at 12/31/06
  - Debt to equity ratio was a low .24 to 1
- Cash flow from operations is strong as working capital continues to managed tightly
- Paid first cash dividend of \$0.16 per share (\$1.0 million) in April 2006
- Cash at year-end was \$1.9 million







## Balance Sheet Highlights

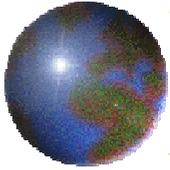
	2003	2004	2005**	2006 ***
<b>Long-Term Debt/EBITDA*</b>	-	-	-	2.77
<b>Long-Term Debt/Total Assets*</b>	-	-	-	0.14
<b>Change In Shareholders' Equity</b>	3.3%	4.0%	20.2%	-3.4%
<b>Return on Average Equity</b>	3.2%	4.0%	18.1%	-2.3%

\* Based on 12/31 values except EBITDA, which is for the full year.

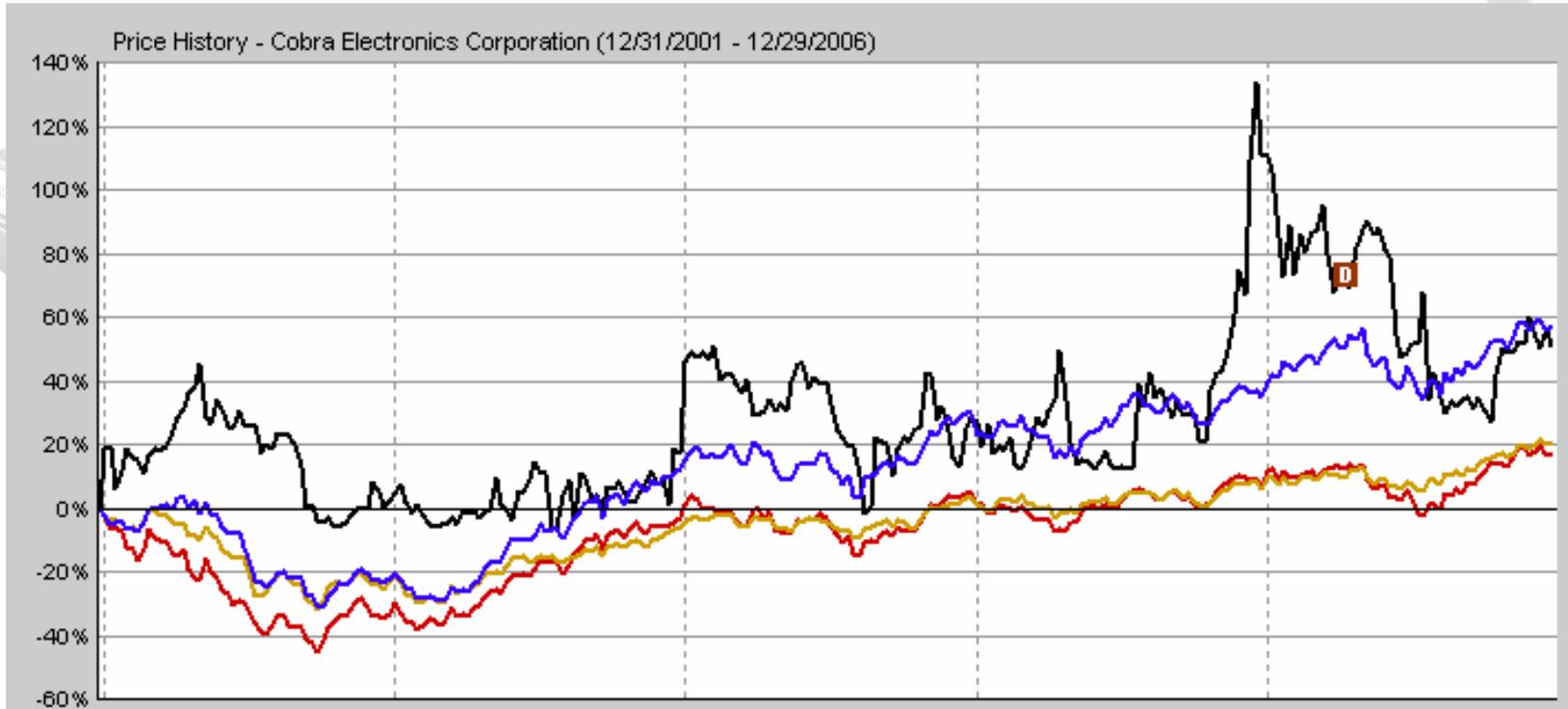
\*\* Includes gains of \$9.2 million for life insurance and sale of land.

\*\*\* Includes Performance Products from 10/20/06.





# Investor Returns 2002 – 2006



12/31/01

1/6/03

1/5/04

1/3/05

1/2/06

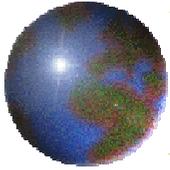
12/25/06

### Legend

Cobra **NASDAQ**

**S&P 500** **Russell 2000**

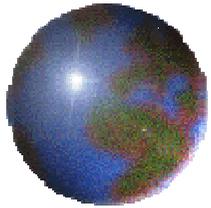




## *Sarbanes-Oxley Compliance*

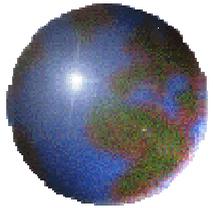
- Section 404 requires management to file an internal control report verifying that controls are adequate
- As of today, Cobra is a non-accelerated filer
  - Based on June 30 market cap
  - Cut off for non-accelerated filer is market cap less than \$75 million
- For non-accelerated filers, 2007 requirements:
  - Management's evaluation of controls in the Form 10-K
  - No auditor attestation required
- Cobra will be prepared



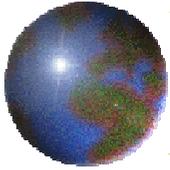


## *Concluding Remarks*

*Jim Bazet*



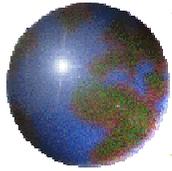
# *Questions*



## *Non-GAAP Financial Measures*

EBITDA and Adjusted 2005 Net Income, EPS and EBITDA amounts are considered "non-GAAP financial measures" under SEC rules. As required, a reconciliation of these financial measures follows.



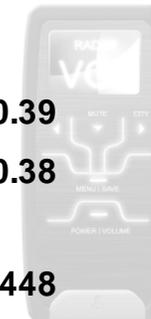
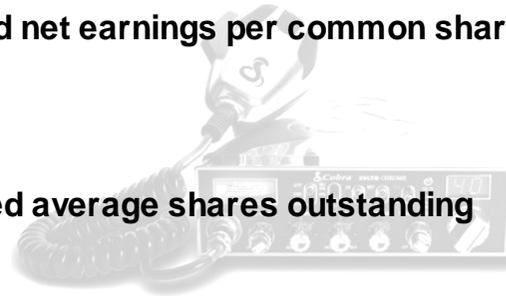
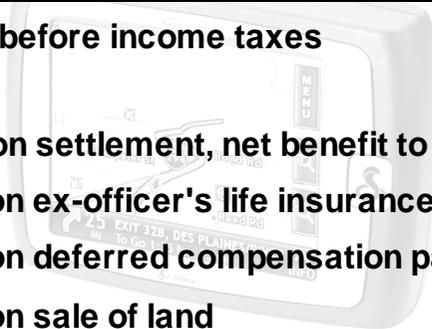


# Non-GAAP Measures (2005 Adjusted Net Earnings & Earnings Per Share)

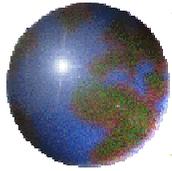
Year Ended  
December 31,  
2005

In thousands, except per share amounts

<b>Income before income taxes</b>	<b>\$13,583</b>
<b>Less:</b>	
<b>Horizon settlement, net benefit to cost of sales</b>	<b>724</b>
<b>Gain on ex-officer's life insurance</b>	<b>7,244</b>
<b>Gain on deferred compensation payout</b>	<b>299</b>
<b>Gain on sale of land</b>	<b>1,916</b>
<b>Adjusted income before taxes</b>	<b>3,400</b>
<b>Tax provision, net of insurance benefit</b>	<b>857</b>
<b>Adjusted net earnings</b>	<b>\$2,543</b>
<b>Adjusted net earnings per common share</b>	
<b>Basic</b>	<b>\$0.39</b>
<b>Diluted</b>	<b>\$0.38</b>
<b>Weighted average shares outstanding</b>	
<b>Basic</b>	<b>6,448</b>
<b>Diluted</b>	<b>6,609</b>



Reconciled to Slides 52 & 53



# Non-GAAP Measures (EBITDA and 2005 Adjusted EBITDA)

\$000	2003	2004	2005	2006
(Loss) income before income taxes	3,143	3,877	13,583	(3,083)
Depreciation and amortization	2,732	3,369	4,844	5,852
Impairment of product software	-	-	-	2,757
Interest expense	162	110	89	479
<b>EBITDA</b>	<b>6,037</b>	<b>7,356</b>	<b>18,516</b>	<b>6,005</b>

## Adjustments to 2005 EBITDA:

### Less:

Horizon settlement, net benefit  
to cost of sales

724

Gain on ex-officer's life insurance

7,244

Gain on deferred compensation  
payout

299

Gain on sale of land

1,916

**Adjusted 2005 EBITDA**

**8,333**



Reconciled to Slide 55 & EBITDA used in Slide 57