



NEWS RELEASE

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CONTACT:
Grant Dahlke
Marketing Communications Manager
847-888-7078
gdahlke@k40.com

K40 RADAR & LASER SYSTEM SELECTED FOR CUSTOM BUILT SHOW TRUCK

October 15, 2002 – Elgin, Illinois – K40 Electronics today announced its Undetectable radar detector and DefuserPlus™ laser detector/protector have been selected for inclusion into a 2002 Chevrolet 2500HD Silverado show truck being created by custom vehicle builder and graphics manufacturer Modern Image of Huntington Beach, CA. The vehicle will be unveiled at the 2002 SEMA show, November 5-8, in Las Vegas, NV.

Dubbed “Dual Image” by the builder, this “lifestyle” concept truck contains numerous aftermarket mechanical, cosmetic, electronic upgrades, even a personal watercraft, from 28 separate manufacturers. “This truck features the best of everything,” said Ryan Hagel, President and Owner of the Studio and Software Division of Modern Image. “It’s fast, can climb over rocks, launch and retrieve a personal watercraft, keep you entertained, and protect you from speeding tickets. What more could you ask for?”

Other shows the “Dual Image” truck will be appearing at in 2003 are the Consumer Electronics Show (CES), San Diego Boat Show, Long Beach Boat Show, Spring Truck Jamboree, California Truck Jamboree, Off Road Expo, Huntington Beach Pro Open, Sea Doo Test Day, and the Audiobahn Show and Shine Car Rally.

“We’re thrilled our products were selected for this fun, eye-catching truck,” said Kitty Gio, VP of Sales & Marketing for K40 Electronics. “We hope the truck’s popularity will generate new business opportunities for us and reinforce the custom installation options our products offer.”

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K40 Selected for Show Truck

To help generate awareness of the K40 products in the truck, Modern Image has agreed to display a special K40-created rearview mirror hang tag that informs viewers the truck has “immunity from speeding tickets”. “We’ve offered a similar hang tag to our new car dealers and they’ve found it to be a real attention getter,” said Gio. “It really helps dealers sell our products.”

Established in 1977 and headquartered in Elgin, Illinois, K40 Electronics is a manufacturer and distributor of mobile electronics products including custom remote radar detector systems, portable radar detectors, laser protection and detection systems, CB radios, antennas, and fiberglass whips. Product information can be obtained by calling K40 at 800-323-6768 or by visiting their website at www.k40.com.

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MEDIA NOTE: Color JPEG illustrations of the “Dual Image” show truck are available upon request.