



PRESS RELEASE

ESCORT INC NAMES NORTHLICH AGENCY OF RECORD

(West Chester, OH – December 27, 2005) – Escort Inc., the dominant player in the premium radar detector segment, has named Northlich agency of record. This is Escort’s first agency-of-record relationship.

“As the industry leader, we are responsible for developing ways to create value for our retailers and distributors. Expanding the size of the category is one of our chief strategies for doing so,” said Arthur Braunstein, President and Chief Operating Officer of Escort Inc. “A larger category benefits all participants. We were happy to find an agency partner with the insights and integrated communication capabilities to help us accelerate the existing upward trend.”

In recent years, Escort has augmented its successful 800-number and internet selling system with distribution through retailers such as Best Buy, as well as electronics specialists, and automobile dealers. In addition to new advertising, the company will continue to build on its strengths in product innovation and technology, which is supported by the largest patent portfolio in the industry.

“Escort has great products and has earned the leadership position based on the quality and innovation of its unequalled PASSPORT™ and SOLO™ product lines,” said Bruce McTague. “We think there’s a tremendous opportunity to take these products to the next level with an integrated communications campaign that leverages traditional advertising as well as grass roots and interactive marketing.”

The new campaign will represent the company’s concerted national effort to generate growth in the category and will break in early 2006.

About Northlich:

Northlich and its brand strategy and innovation unit, Brandstorm, form one of the leading independent communications and brand consulting agencies. The agency transforms brand and consumer insight into action that builds value through advertising, public relations, brand strategy and new product innovation for leading marketers including Brown-Forman, Procter & Gamble, Georgia-Pacific and others. Its advertising and public relations units rank among the country’s top 35 independent firms in their respective disciplines. Learn why “anything is possible” at www.northlich.com and www.brandstorm.biz

About Escort:

ESCORT INC. (www.escortradar.com), headquartered in West Chester, Ohio, designs, manufactures, and sells high-end radar and laser detectors and vehicle performance computers. The first ESCORT radar detector was shipped in 1978 and revolutionized the radar detection category. ESCORT has held the highest brand awareness and brand preference in the category for over 25 years.

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