Contacts:
Lori Hicks
FlexRadio Systems
Phone : 512-535-4713
lori@flexradio.com

Jack Summers
Radioworld
Phone: 416-667-1000
jack@radioworld.ca

FlexRadio Systems

Press Release

FlexRadio Systems Appoints Radioworld, Inc. (Toronto, ON) as Distributor for Canadian Market

Austin, TX and Toronto, Canada – November 1, 2011: FlexRadio Systems, the leader in Software Defined Radios (SDR) for the amateur radio community, announced today the appointment of Radioworld as their distributor for the Canadian marketplace. This will be effective as of November 1, 2011.

"It was extremely important for FlexRadio Systems to appoint a partner that shares the same views as FlexRadio and has the ability to provide our customers with a first class service and distribution network", said Greg Jurrens, VP of Sales and Marketing for FlexRadio Systems. "Radioworld clearly fits the stringent criteria we identified to promote our FLEX line of amateur radios and accessories and to allow us to move our business forward in this key market."

The Radioworld name and reputation is well established in the Canadian marketplace. The partnership between FlexRadio Systems and Radioworld is an ideal marriage between two companies committed to making the best products available to radio enthusiasts. FlexRadio's product line will help to round out Radioworld's distribution portfolio, further strengthening their position as the leading Canadian distributor for amateur radio products.

"Radioworld is excited to have secured the rights to distribute the prestigious FlexRadio Systems product line in Canada", said Jack Summers, General Manager for Radioworld. "The brand perfectly complements our existing portfolio of high quality products for the discerning amateur radio operator and will be available to our customers immediately".

About Radioworld

Radioworld is the largest radio store of its type in Canada and known as Canada's amateur radio and marine electronics experts. Radioworld also specialize in shortwave, marine, avionics, CB, FRS/GMRS radios, GPS, communications scanners and a complete assortment of related accessories. Radioworld is headquartered in Toronto, Canada.

For more information on Radioworld, please visit www.radioworld.ca.

About FlexRadio Systems

FlexRadio Systems is a pioneer in the design and development of software defined radios (SDRs) for the amateur radio market. Founded in 2003, FlexRadio was the first to introduce an SDR radio to the amateur community allowing for personality, functionality and performance of the radio to be upgraded through simple software downloads. This revolution by FlexRadio allowed for the evolution of amateur radio as we know it today.

FlexRadio Systems is headquartered in Austin, Texas. For more information, please visit www.flexradio.com or follow FlexRadio Systems on Twitter or Facebook.