

ParkerVision

Milo Wifi Launches Direct-to-Consumer National Television Campaign

August 7, 2018

JACKSONVILLE, Fla., Aug. 07, 2018 (GLOBE NEWSWIRE) -- ParkerVision, Inc. (Nasdaq: PRKR) today announced that it has launched its national television campaign featuring its Milo® distributed wifi system. The initial media schedule for the campaign will air nationally on approximately 18 different cable networks including ESPN News, E!, Bravo, Oxygen, Lifetime, Discovery Life and others.

ParkerVision's Milo infomercial will air in 30 second, one minute and two minute versions nationwide. The commercials are designed to create brand awareness and generate revenue growth through direct-response web-based and call center sales.

ParkerVision is also introducing its new Milo Wifi Smart Plug. Initially offered as part of its national television promotion, ParkerVision expects to begin offering the Milo SmartPlug through its other online channels later this month. The Smart Plug adds programmability and remote control to any electrical outlet via a simple and intuitive mobile app.

ParkerVision Chief Marketing Officer, John Stuckey commented, "This is a great step for Milo. Direct-response television campaigns have launched many successful brands and product lines. They're especially powerful when they tap into strong customer needs. We're confident that Milo's ability to eliminate Wifi dead zones coupled with its attractive pricing will drive growth in both revenue and satisfied customers."

View the Milo national commercial at <http://www.parkervision.com>.

About ParkerVision, Inc.

ParkerVision, Inc. designs, develops and markets its proprietary radio-frequency (RF) technologies, which enable advanced wireless solutions for current and next generation communications networks. ParkerVision also develops and markets a family of products under the Milo® brand that leverages existing Wi-Fi infrastructure to create more optimal Wi-Fi configuration and superior coverage for small businesses and consumers. For more information please visit www.parkervision.com and www.milowifi.com. (PRKR-G)

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 [Primary Logo](#)

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