

Title: ParkerVision Expands Its Wireless Business Development Team.

Date: 8/9/1999; **Publication:** PR Newswire;

JACKSONVILLE, Fla., Aug. 9 /PRNewswire/ -- ParkerVision, Inc. (Nasdaq: PRKR), a designer and developer of wireless technology and audio/visual products, today announced the expansion of its wireless business marketing activities with the appointment of two seasoned wireless-industry executives. James R. Baker has been named Vice President, Marketing and Business Development, and Albert A. Petrick was appointed Director of Marketing and Business Development in the Eastern Region.

ParkerVision has invented a chip-based universal direct conversion receiver and transmitter technology that promises to reduce the cost and improve the performance of wireless equipment such as cellular telephones, pagers, home networking and meter reading.

Jeffrey Parker, Chairman and CEO, said, "We welcome James Baker and Al Petrick, who have extensive experience in the wireless communications industry. With their comprehensive understanding of wireless communications technology, ParkerVision will move forward even more rapidly with the introduction of our Direct2Data technology to wireless companies seeking the next generation of radio frequency electronics."

Mr. Baker has more than 30 years of experience in wireless systems product development, sales and marketing. His career encompassed positions in communications products engineering, engineering management and product-line management as well as general and senior management positions at Harris Corporation, GTE and Loral Corporation. Mr. Baker said, "My career has been dedicated to developing and marketing wireless communications systems. One common challenge has always been the cost and performance of the available radio receivers and transmitters that still use conventional radio designs. I am convinced ParkerVision's Direct2Data (D2D) radio technology can add significant value to every type of radio communication. I am excited to be part of introducing this exciting technology to an industry in which I have made my career."

Al Petrick's experience includes more than 20 years of marketing and systems engineering in wireless communications with emphasis on RF and DSP semiconductor technologies. At Lockheed Electronics, Mr. Petrick developed wireless communications systems. He has held senior management positions in strategic marketing and business development for Neuralogix and Harris/Intersil Semiconductor. He was instrumental in the successful development and pioneering of RF semiconductor technology for the wireless LAN market from inception through commercialization. Mr. Petrick published more than 50 papers for the primary wireless trade journals and market analysts. He is also the Vice-Chairman of the IEEE 802.11 Wireless LAN standards committee and will continue to play a lead role in the development of future wireless international standards.

Mr. Petrick said, "I believe ParkerVision's D2D technology will make possible the improved performance and lower prices that will fuel the growth of the wireless market."

He added, "D2D is truly revolutionary and will enable the delivery of the single-chip radio for supporting such standards as IEEE 802.11, Bluetooth, HomeRF and cellular telephones. I am very excited to be part of ParkerVision's wireless team and look forward to seeing D2D become a standard in the wireless industry."

ParkerVision is engaged in the design and development of wireless technology and audio/visual products. ParkerVision has patents pending on wireless and video technologies and has been granted patents on video technologies and systems.

This press release contains forward-looking information. Readers are cautioned not to place undue reliance on any such forward-looking statements, each of which speak only as of the date made. Such statements are subject to certain risks and uncertainties that are disclosed in the Company's SEC reports, including the form 10K for the year ended December 31, 1998, and the Forms 10-Q for the quarter ended March 31, 1999. These risks and uncertainties could cause actual results to differ materially from those presently anticipated or projected.