

Title: Nebraska Furniture Mart to Sell ParkerVision SignalMAX Wireless Networking Products.

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JACKSONVILLE, Fla. -- ParkerVision, Inc. (NASDAQ:PRKR), announced today that Nebraska Furniture Mart has joined the growing list of retailers nationwide selling ParkerVision's SignalMAX(TM) wireless networking products. SignalMAX(TM) products are compatible with all 802.11b/g networks and are guaranteed to improve distance and eliminate "dead-zones" even when used with other manufacturers' gear. SignalMAX(TM) notebook or desktop cards, when used in conjunction with SignalMAX(TM) routers, provide one-mile open field range and the Company guarantees that this combination will cover an entire home without the additional use or cost of repeaters, boosters, or special high-gain antennas. SignalMAX(TM) products are based on ParkerVision's proprietary Direct2Data(TM) (D2D(TM)) wireless RF technology.

"Nebraska Furniture Mart is pleased to offer the ParkerVision SignalMAX(TM) brand of wireless networking products to our consumers in the Midwest," said Tom Peal, Nebraska Furniture Mart. "The ParkerVision SignalMAX(TM) brand offers a wireless networking solution that provides our customers with complete coverage of their home or office with unmatched distance performance and a no dead-zone guarantee, all without the need of adding additional access points, repeaters or antennas."

"ParkerVision's SignalMAX(TM) products provide Nebraska Furniture Mart customers with high-performance wireless networking solutions for use at home, at the office, or on the road," said Jeffrey L. Parker, Chairman, and CEO of ParkerVision. "Our products offer longer distances, better coverage, less interference, and lower power consumption than any of the top selling brands."

About ParkerVision

ParkerVision, Inc., headquartered in Jacksonville, with additional facilities in Orlando, Florida, designs, develops and manufactures complete solutions for wireless products based on its enabling, patented D2D(TM) technology. This technology, along with system engineering, enables the development of wireless products that offers the highest performance and reliability with low power consumption at a competitive cost. Additional information about ParkerVision is available at www.parkervision.com.

About Nebraska Furniture Mart:

Nebraska Furniture Mart is located next to the Kansas Speedway at the intersection of I-70 and I-435 in the western section of the Kansas City metropolitan area. The store sells more than 160,000 different products at legendary low prices. The stores integrated warehouse has a huge selection of merchandise in stock and ready for immediate pick up or delivery.

Forward-Looking Statements

This press release contains forward-looking information. Readers are cautioned not to place undue reliance on any such forward-looking statements, each of which speaks only as of the date made. Such statements are subject to certain risks and uncertainties which are disclosed in the Company's SEC reports, including the Form 10K for the year ended December 31, 2003 and the Form 10Q for the quarters ended March 31, 2004 and June 30, 2004. These risks and uncertainties could cause actual results to differ materially from those currently anticipated or projected.