



beats by dr. dre.

MONSTER

FOR IMMEDIATE RELEASE

**Monster Officially Launches “Beats Tour™” In-Ear Version of  
“Beats™ by Dr. Dre™” Headphones at CES 2009**

*-- Beats Tour™ Headphones Let Consumers Hear What They’ve Been Missing,  
Music the Way the Artist Intended --*

**Brisbane, CA, January 8, 2009**– Legendary artist and producer Dr. Dre, Interscope Geffen A&M Chairman Jimmy Iovine and Monster®, the leader in audio/video accessories, are proud to announce the official introduction of “**Beats Tour™**,” the newest addition to the popular **Beats™ by Dr. Dre™** family of high-resolution, high-style headphones. The new Beats Tour™ “in-ear speaker” headphones are currently available at Apple and In Motion stores, as well as Best Buy, Fry’s Electronics, Apple.com, Amazon.com, InMotion.com and beatsbydre.com. To help launch Beats Tour at CES Dr. Dre and Jimmy Iovine will be hosting a private listening session at the show.

Dr. Dre, Jimmy Iovine and Monster® teamed up to create **Beats™ by Dr. Dre™** in order to provide consumers with a brand new level of headphone audio performance with extreme clarity, deep bass and full power which had been lacking in conventional headphones.

**“Beats Tour™”: A Brand New Type of “In-Ear Speaker”**

“Beats Tour™”, the new sealed in-ear design of Beats™ by Dr. Dre™, are an innovative new type of in-ear style headphones designed to literally reduce external noise for a better music experience. For total user comfort and flexibility, the headphones come with three custom-fit eartip sizes, ensuring secure fit every time. Best of all, just like Beats™ by Dr. Dre™, Beats Tour™ high resolution headphones are designed to reveal the full sound of today’s digitally produced, sonically demanding R&B, Rock, and Hip-Hop music styles that are prone to crushing ordinary headphones.

**Extreme Clarity, Deep Bass, Full Power – with No Tangles!**

Wired with high performance Monster Cable®, Beats Tour™ headphones deliver the sound of full-sized pro headphones in a convenient in-ear monitor design. The advanced full-power speaker design of Beats™ by Dr. Dre™ accurately

-- more --

reproduces clear natural vocals, detailed highs, and deep powerful bass without distortion. And for total user convenience, they feature Monster's unique Tangle Free Cable, an innovative, patent-pending cable design, offering total user comfort and hassle-free listening enjoyment.

Noted Dr. Dre: "Artists and producers work hard in the studio perfecting their sound, but people can't really hear it with normal headphones. Most headphones can't handle the bass, the detail, the dynamics. Bottom line: the music doesn't move you. With Beats, people are going to hear what the artists hear and listen to the music the way they should – the way I do."

**Beats Tour™** headphones come with a compact and rugged carrying case for safe storage. They carry a suggested retail price of \$149.95.

### **ABOUT DR. DRE**

In addition to being a multiple Grammy award winning producer, Dr. Dre is an artist who helped create groundbreaking records with the group N.W.A. and landmark multi-platinum solo albums *The Chronic* and *Dr. Dre 2001*. He is currently working on his third and final album, *Detox*. Dre has also shaped the careers of numerous artists including Snoop Dogg and Eminem, who is signed to Dre's record company, Aftermath Entertainment. Dre has been associated in producing countless hits for a range of artists including 50 Cent, Gwen Stefani, Mary J. Blige and Eve with a combined worldwide sales total of more than 80 million records sold over the past two decades.

### **ABOUT JIMMY IOVINE**

Jimmy Iovine is the Chairman of Interscope Geffen A&M Records whose artists include U2, Dr. Dre, Eminem, Gwen Stefani, Fergie, Mary J. Blige, Nelly Furtado and The Black Eyed Peas. Prior to founding Interscope in 1990, Iovine was an acclaimed record producer and engineer and was twice voted Producer of the Year by *Rolling Stone* magazine. He produced chart-topping albums for artists including U2, Tom Petty & The Heartbreakers, Dire Straits, Bob Seger, Patti Smith and Stevie Nicks and engineered albums for John Lennon and Bruce Springsteen.

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### **ABOUT MONSTER**

Monster, under its Monster Cable brand, is the world's leading manufacturer of connectivity solutions for high performance audio, video, car audio, computer, console and computer gaming, professional audio and sound reinforcement. Monster, under its Monster Power® brand, is also the leading manufacturer of high performance AC power line conditioning and protection products for audio/video systems.

Explore the world of Monster at [www.MonsterCable.com](http://www.MonsterCable.com).

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