



beats. by dr. dre.

MONSTER

FOR IMMEDIATE RELEASE

Contacts: Karen Raque Oliver
Beats by Dr. Dre
(310) 927-5213
kraque@gmail.com

Michael Evans
DBA Public Relations
(212) 388-1400
mevans@dba-pr.com

**BEATS™ BY DR. DRE™, MONSTER AND BOSTON RED SOX DEBUT
"BEATS BY DR. DRE RED SOX EDITION HEADPHONES FROM MONSTER"**

-- First-Ever Sports-Themed "Beats by Dr. Dre" Product Available to Public; Opening Night Launch for High-Performance Headphones Featuring Official Red Sox Insignia --

Boston, MA, April 5, 2010 – Beats™ by Dr. Dre™, co-founded by legendary artist and producer Dr. Dre and Interscope Geffen A&M Chairman Jimmy Iovine, and Monster, a global leader in audio/video accessories, are proud to announce they have teamed up with Major League Baseball and the Boston Red Sox organization for the introduction of "[Beats by Dr. Dre Red Sox Edition Headphones from Monster](#)." The new headphones, featuring official Boston Red Sox team colors and insignia, are the first-ever Major League Baseball licensed Beats by Dr. Dre headphones created for a sports team that are being made available to the general public.

High-profile professional athletes have been among the earliest and most enthusiastic supporters of Beats by Dr. Dre headphones. With the official launch of "Beats by Dr. Dre Red Sox Edition Headphones from Monster," music-loving Boston fans can now show their support for their favorite team while enjoying the dramatically heightened personal music listening experience afforded by the sonically advanced headphones.

For the launch of Red Sox Edition headphones, the Beats By Dr. Dre team, including **Dr. Dre**, **Jimmy Iovine**, along with Head Monster **Noel Lee** and special guests, joined the Red Sox at Fenway Park for an Opening Night announcement. The headphones will be available in regional Best Buy and Apple store outlets and other select retailers for a suggested retail price of \$399.95.

“The Red Sox are one of the most historic and respected franchises in all of professional sports, and their fans are among the most famously loyal,” said Jimmy Iovine, Chairman of Interscope Geffen A&M and co-founder of Beats by Dr. Dre. “We are very proud to be partnering with our friends at the Red Sox to introduce these headphones to the fans of this iconic team. We enter this relationship with sincere gratitude to all the athletes that have been so supportive of Beats.”

“We are excited about this unique partnership with Beats by Dr. Dre and Monster,” said Red Sox Chairman Tom Werner. “We are pleased to be the first professional sports franchise associated with Beats, a product that will do for headphones what the iPod did for portable music. Now Red Sox Nation can listen to our favorite music while showing support for the Red Sox.”

Noted Mr. Lee, "When we designed the Beats headphones we wanted to create a headphone that would provide a greater listening experience for iPod, iPhone, iPad, BlackBerry or Zune users. Red Sox fans will enjoy not only their comfort and style, but their 'ear opening' sound that is unequalled in any other headphone."

Unprecedented Level of Audio Performance

Like all Beats by Dr. Dre models, "Beats by Dr. Dre Red Sox Edition Headphones from Monster" are designed to provide consumers with an unprecedented level of headphone audio performance with extreme clarity, deep bass and full power which had been lacking in conventional headphones. By combining new advanced materials, sophisticated construction, extra large drivers, and a powerful digital amplifier, Beats by Dr. Dre Red Sox Edition Headphones deliver clear vocals, detailed highs, and super low, deep bass. Furthermore, to recreate the quietness of an isolated recording studio listening experience, they also feature powered ambient noise-isolation, allowing consumers to hear all the details and nuances in their music.

Beats by Dr. Dre Red Sox Edition Headphones from Monster are being made available with Monster iSoniTalk™, a microphone/headphone adapter™ for iPhone™, and other music enabled phones.

ABOUT BEATS ELECTRONICS LLC

Established in 2006, Beats Electronics is the brainchild of legendary artist and producer Dr. Dre and Jimmy Iovine, Chairman of Interscope Geffen A&M Records, who set out to develop a new type of headphone with the capability to reproduce the full spectrum of sound that musical artists and producers hear in professional recording studios. In January of 2008, Dre and Iovine announced a partnership with audio innovator Monster Cable to engineer “Beats by Dr. Dre,” the most advanced headphones ever developed. Continuing its mission to improve the quality of the portable audio experience, Beats announced a major partnership with Hewlett-Packard in 2009 to expand the Beats by Dr. Dre family of headphones to include Beats Audio software in the HP ENVY line and a HP ENVY 15 Beats limited edition notebook PC. For more information, please visit <http://beatsbydre.com/>

ABOUT MONSTER

Monster was founded by Head Monster Noel Lee with a commitment to creating products under the Monster Cable® brand to literally “make music sound better.” Today, Monster has grown and diversified to become the world's leading manufacturer of connectivity solutions for high-performance audio, video, car audio, computer, console and computer gaming, as well as a leading innovator in the field of iPod® and iPhone™ accessories and professional audio and sound reinforcement. As part of its commitment to improving the music listening experience,

Monster worked with Dr. Dre and Interscope Geffen A&M Chairman Jimmy Iovine to create the Beats™ by Dr. Dre™ headphone line, including the new Heartbeats by Lady Gaga headphones. The company is also continuing to innovate with its own line of Monster brand headphones, including “Turbine Pro™ In-Ear Speakers™,” the first in-ear headphones geared for use by music professionals and audiophiles. Additionally, under its Monster Power® brand, the company is 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

Explore the world of Monster Power® at www.monsterpower.com

#