



beats by dr. dre.

MONSTER

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**MONSTER AND BEATS™ BY DR. DRE™ AND SEAN “DIDDY” COMBS
ENTER PARTNERSHIP AND ANNOUNCE “DIDDYBEATS™”:
A NEW PORTABLE AUDIO EXPERIENCE**

New High-Performance In-Ear Headphones Co-Created by Sean “Diddy” Combs

Las Vegas, NV, January 8, 2010 – Monster, the leader in audio/video accessories, and Beats by Dr. Dre™, co-founded by legendary artist and producer Dr. Dre and Interscope Geffen A&M Chairman Jimmy Iovine, are proud to announce the official introduction of **Diddybeats™** (MSRP: \$179.95), the latest addition to the hugely popular Beats by Dr. Dre headphone family from Monster.

Created in conjunction with music entrepreneur and fashion icon Sean “Diddy” Combs, Diddybeats integrate Dr. Dre’s incredible club-level bass, amazing clarity and sonic power into an elegant, sophisticated in-ear design. With their sleek black and silver chrome finish they look as great as they sound.

Diddybeats in-ear headphones incorporate a host of today’s most advanced sonic technologies with design elements that echo the sensibilities and trendsetting style of the artist’s critically acclaimed international fashion label Sean John. As such, Diddybeats are a 21st century combination of sophisticated styling and cutting-edge technology. Sporting a high-tech aluminum and leather-wrapped housing and high-polished enamel, Diddybeats embody a celebration of pop culture and high fashion that truly exemplify how “sound is life.”

"My mother played music for me as a child, and I grew up loving the way music made me feel. It brought out joy and pain. It was my first career, my first love. No matter how many roads I travel, my heart always takes me back there. Music is my life, and Diddybeats is an expression of how great sound makes me feel," said Sean “Diddy” Combs.

“What Diddy has done with Sean John is incredible,” said Jimmy Iovine, Chairman of Interscope Geffen A&M Records. “His marketing genius combined with his sense of design and fashion is unparalleled in the music business. When you think of how rare it is for someone who comes from the entrepreneurial creative side of music to turn it into something as extraordinary as what Diddy has done with Sean John – the air is very thin. We felt it would be great to bring that sensibility to Beats by Dr. Dre headphones; the fact that he also happens to be a great record producer made the fit all the more perfect.”

Head Monster, Noel Lee noted: “Throughout his entire career, Diddy has been a trendsetter in both the music and fashion worlds. The launch of Beats Diddybeats is an ideal merging of these two worlds, and we’re both fortunate and proud to have worked with such a major and influential talent on their creation.”

Since launching the Beats by Dr. Dre headphone line in partnership with Monster, Dre and Iovine have set out to reproduce the full spectrum of sound that musical artists and producers hear in professional recording studios. In September of 2009, the two companies announced Heartbeats by Lady Gaga, the first artist line that combined the style and vision of Lady Gaga with the sound of Dr. Dre.

Diddybeats come in an exclusive Sean John-inspired travel case and with an assortment of eartips to ensure maximum comfort and fit for every wearer. They also feature Monster’s exclusive matching flat black cable design that not only integrates into the overall look and feel of the headphones, but also makes them tangle-resistant.

Diddybeats are being made available with “with Monster’s ControlTalk™ headphone cable, which can be used with iPhone™ and iPod® for music playback control as well as to take hands-free calls with iPhone and many smartphones. The special Monster ControlTalk™ headphone cable features an integrated high-grade microphone and answer button and allows users to access their music and answer phone calls without having to reach into their pocketbook, backpack or pocket.

** The ControlTalk remote and mic are supported by iPod nano (4th and 5th generation), iPod classic (120GB), iPod touch (2nd generation), and iPhone 3GS and newer, but not all, Blackberry models. The remote is supported by iPod shuffle (3rd generation). Audio is supported by all iPod models. Requires software version 1.0.3 for iPod nano (4th or 5th generation), 2.0.1 for iPod classic (120GB), and 2.2 or later for iPod touch (2nd generation). Support for Blackberry varies by model. Subject to change.*

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

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 SEAN “DIDDY” COMBS

Sean Combs, the CEO and founder of Bad Boy Worldwide Entertainment Group is a multifaceted entertainment powerhouse. Sean “Diddy” Combs was recently declared “One of the Most Influential Businessmen in the World” by Time Magazine and CNN. Combs, 40, oversees one of the world's preeminent urban entertainment companies, encompassing a broad range of businesses including recording, music publishing, artist management, television and film production, recording facility, apparel, fragrance and restaurants.

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