



For Immediate Release

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**MONSTER MUSIC AND CONCORD MUSIC GROUP PARTNER TO RELEASE *ANJULIE* IN HIGH DEFINITION SURROUND (HDS™) SuperDisc™**

*-- New HDS Surround Sound Recording, Mixing and Audio Reproduction Technique Provides More Dynamic and Lifelike Soundstage, Because "Sound Really Matters!" --*

**Las Vegas, NV, January 6, 2010** – Monster Music is proud to partner with The Concord Music Group to present *Anjulie*, on **High Definition Surround Sound SuperDisc**. Originally released (in traditional stereo) by Hear Music/Concord Music Group & Monster Music in the U.S. in August 2009, *Anjulie* is the self-titled debut album from one of 2010's most promising breakthrough artists. This SuperDisc version, scheduled for release in the first quarter of 2010, is a specially priced two-disc package that consists of *Anjulie* on compact disc mixed in traditional stereo and a bonus SuperDisc DVD, containing Monster's High Definition Surround mix. In addition, the SuperDisc DVD features 3 stunning Anjulie videos, including the video for her smash club hit "Boom", a 2009 MTV Video Music Awards nominee for "Best Breakthrough Video" and the superb new clip for "The Rain", both directed by Adria Petty. The SuperDisc also includes a revealing, in-depth interview with the young star.

With its innovative High Definition Surround technology Monster Cable, an industry leader whose products have been used in countless recordings by legendary artists, is dedicated to enhancing the listening experience. HDS SuperDiscs are specially engineered to capture the true harmonic depth and tonal richness of the music, just the way the artist heard it in the studio when it was recorded, the way they intended you to hear it. This special Monster SuperDisc version of *Anjulie* was mastered in the highest resolution possible and features the entire album recorded in HDS, or High Definition Surround, a set of advanced recording, mixing and audio reproduction techniques that recreate the original dynamics and sound field of the artist's original performance in high definition for 5.1 surround sound, bringing listeners a heightened, more intense music listening experience.

The Monster Music version of *Anjulie* allows listeners to enjoy an unprecedented audio experience and is playable on any 5.1-channel surround sound system – with no extra components necessary. Additionally, because the SuperDisc includes digital music files specially encoded in Dolby® Headphone surround, users can enjoy a virtual surround sound experience from ANY pair of headphones on any portable music player, including the Apple® iPod™.

Head Monster Noel personally worked in the studio with Anjulie to ensure the highest audio quality on the Monster SuperDisc release. He noted: “Everyone at Monster Music is very excited about our upcoming SuperDisc release of *Anjulie*. While mixing the music in HDS, we were able to isolate every individual instrument and vocal performance to create an incredibly full and realistic soundstage. The result is a more living and breathing recreation of Anjulie’s music. Our motto at Monster is that ‘sound really matters,’ and whether you’re a casual listener, audiophile or devoted fan, you will hear a significant difference when you listen to music in HDS on a Monster SuperDisc.”

“The first time I heard what was possible with HDS I was really amazed,” enthused Anjulie. “It puts you right in the middle of the performance, and every element of the music is more vibrant and real. I’m thrilled that my music can now be experienced this way by everyone, and thankful to Noel and everyone at Monster Music for providing this opportunity.”

Canadian born from Guyanese descent, singer-songwriter / multi-instrumentalist Anjulie is a captivating and authentic new talent in pop music. Ingeniously fusing the world-music rhythms and Top 40 melodies she was inspired by growing up in Toronto, she creates startlingly imaginative songs that underscore her undeniable melodic gifts and crackle with provocative, confessional, lyrical word-play. The new single “The Rain” is a flamenco-flavored, sophisticated urban gem that hits with the sharp initial blast of her contemporaries, M.I.A., Nelly Furtado and Corinne Bailey Rae.

### **More About Monster SuperDiscs**

SuperDisc plays music in High Definition Surround (HDS) and works with any DVD player. Every SuperDisc recording has been carefully remixed and remastered to bring out the best performance possible from today’s home theater and car stereo systems. You’ll hear more clarity, punch, dynamics and vocal presence than the regular CD. SuperDisc also includes high definition digital music files. Encoded directly from the master recordings at the highest resolution possible these digital music files will sound better than if you “ripped” the music from the CD yourself.

### **What Else is on the Disc?**

Home Theater Performance Tips: Get the best performance possible.

### **Tech Notes**

- SuperDiscs are not DVD Audio discs, they are compatible with any DVD player.
- Surround audio encoded in Dolby Digital (448kbps) and DTS 96/24 (1.5Mbps)
- Digital Music Files: WMA (192Kbps), AAC (320Kbps),

### **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](http://www.MonsterCable.com)

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