



For Immediate Release

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MONSTER OFFERS COMPREHENSIVE LINE OF ADVANCED APPLE® IPOD® and IPHONE™ PRODUCTS, INCLUDING NEW IN-CAR DUAL-CHARGER SOLUTION

-- Monster Products Raise the Bar in Fast-Growing Apple Accessory Category; Unprecedented On-the-Road Convenience and Flexibility for iPod and iPhone Users --

Las Vegas, NV, January 6, 2010 – Monster, a leading manufacturer of advanced consumer electronics accessories, is helping lead the way in the fast-growing Apple mobile accessories category with a comprehensive line of innovative products geared toward Apple® iPod® and iPhone™ users. Notably, the company is bringing new meaning to the term “freedom of the open road” with its cutting-edge iPod and iPhone accessories for automobile use, including the new **iCarCharger™ 800** (SRP: \$29.95), an innovative two-in-one charging device.

New at CES 2010: iCarCharger™ 800 – Innovative Dual Charging Device

Drivers seeking to charge multiple mobile devices while on-the-go are often frustrated by the lack of charging outlets in their vehicle. The new Monster iCarCharger is an easy-to-use, two-in-one charger that solves this problem with an additional in-line USB plug for simultaneous charging of USB-powered devices. Drivers can now charge their iPod or iPhone and also connect another device such as a cellphone, Bluetooth headset, PDA, or even a second iPod with the device’s included USB charging cable. Featuring an easy-to-read power status LED display, the iCarCharger 800 is a heavy-duty unit with 1A current output for power-hungry devices, with 24K gold charging contacts for total reliability. Note: the iCarCharger 800, like Monster’s iCarPlay Wireless 800 and iCarCharger 1000 (see below) are all *Works with iPhone* certified products for iPhone and iPhone 3G.

iPod and iPhone Users Can “Hit the Road” with Advanced Capabilities

The Monster **iCarPlay® Wireless™ 800** (SRP: \$89.95) lets music lovers transmit their favorite songs wirelessly from their iPhone or iPod through any FM radio station, while simultaneously charging the device using Monster’s Smart Charger Circuitry. To provide a clear sound, advanced audio circuitry rejects cell phone interference while the external antenna improves signal transmission. Best of all, the iCarPlay Wireless 800 is equipped with Monster’s innovative “M-Drive” multi-function control, a one-knob control that lets users keep their eyes on the road at all times, as well as “Auto-Scan 3D™” to easily find the best available station in their area.

Monster also offers options for consumers with auxiliary-input equipped stereos in their cars. Unlike wireless transmitters, the **iCable® 800 for Car** (SRP: \$19.95 for a 3-foot length) with *Xtra Low Noise® Double Helix™* cable construction, provides a direct wired connection to a car’s audio system allowing it to deliver music with full fidelity that’s completely free of static and FM interference. For users who want to be able to charge their iPod or iPhone on the road, the

iCarCharger™ 1000 (SRP: \$59.95) uses a 30-pin dock connector to charge the device while playing audio through a mini-jack cable with internal cable management, and features built in navigation controls on the back of the cigarette lighter adapter plug for easy music playback.

Noted The Head Monster Noel Lee: “Monster has always been the iPod and iPhone accessory leader, setting new standards in industrial design, technology, innovation, product performance and packaging style. Now we’re building on this commitment with a host of new products that make it easier than ever to enjoy all your favorite iPod and iPhone entertainment on the road. All our Apple accessory products are designed to offer value-added features and lifestyle benefit, while allowing users to expand the performance capabilities of their Apple products in new and exciting ways.”

Products Feature Bold New Colors, Designs and Capabilities

To create its Apple accessory line, Monster developed a palette of colors, materials, and textures for a coherent family look with clean distinct lines, polished black chrome finishes, red accents, as well as common quality features such as 24K gold connectors. The full line of Monster Apple accessories boasts new innovations such as Monster ‘M-Drive” Multi-function Control, Hi-Fidelity Digital Chipsets, Metallic Vapor Deposition Displays, Easy-Twist Tumbler Construction, Patented Turbine Connectors and Easy Grip Connectors.

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

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ABOUT APPLE®

By providing the marketplace with innovative, functional, and stylish products such as the iPod and PowerBook®, Apple reinforces its position as the progressive leader in the computer and consumer electronics industries. Its original and well-designed inventions continue to win many loyal and passionate consumers. Please visit www.apple.com or www.apple.com/ipod for more information on these products.

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