



For Immediate Release

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MONSTER REDEFINES TRADITIONAL POWER SUPPLY TECHNOLOGY WITH THE AWARD-WINNING HTUPS 3700 POWERCENTER

*-- New CES Innovations 2010 Award-Winner Combines Advanced Power Protection With
Monster Countdown™ Technology, IP Control, Green Energy Management and More for
Ultimate Home Theater Protection and Convenience --*

LAS VEGAS, NV, January 6, 2010 — Monster, the industry leader in power protection and conditioning products, today announced the availability of its **HTUPS 3700** (SRP: \$1099.95) uninterruptible home theater power supply. The HTUPS 3700, recently honored with a prestigious Innovations 2010 Design and Engineering Award by the Consumer Electronics Association (CEA), features technologies that go far beyond surge protection – offering such advancements as clean power filtering, remote access control and more, significantly adding value to any home entertainment system.

Monster Countdown™ Technology – Displays Battery Backup Minutes Left

Monster Countdown Technology is a key innovation in the HTUPS 3700 that features a digital display that shows remaining battery power time in minutes. Users can instantly see how much time they have left to safely shut down their system in case of power failure, or how much time they can keep systems running. It also allows installers to test a system when it is being installed for how long it will stay running if there is a power failure. The HTUPS 3700 supplies up to 5 hours of backup power with an internal battery.

Remote Access IP Control for Installation and Much More

The HTUPS 3700 offers complete remote access IP Control – each and every outlet bank can be accessed through the Internet with the addition of an IP module, allowing users to check on their equipment anytime they wish – from virtually anywhere. But this innovative IP control capability goes far beyond remote access of the HTUPS3700. Among the many benefits it offers users is that in the event of the loss of an Internet connection, the HTUPS 3700's circuits can be set to automatically reset two of the receptacles, such as the DSL Modem and Router and thereby re-establish the Internet connection. Customers also have the benefit of eliminating most of their Internet downtime, while ensuring much more consistent and reliable IP base remote access and control, thanks to the unit's ability to automatically reset a modem and router without having the installer or user having to troubleshoot.

Efficient Energy Management via Monster's IP-Based "Ecosystem of Control"

Notably, the HTUPS3700 is also the first Monster Power center that will be connected to the Monster Green IP-based Ecosystem of Control. Not only will remote IP access be enabled for the user, the Monster Green Energy Management system can be set to automatically communicate with the HTUPS3700 and schedule automatic shut down and enable times

throughout the day to minimize energy/vampire energy drains during non-peak hours, powering up each receptacle when needed. Consumers can now leave their home knowing that their energy usage is at a minimum while they are away from home, and know that it will automatically re-engage each circuit before they return.

RS-232 Control for Home System Interface

The HTUPS 3700 is enabled for RS-232 communication, allowing it to interface and work in tandem with leading home control systems such as Crestron.

Automatic Voltage Regulation for Total System Safety

The HTUPS 3700's Automatic Voltage Regulation (AVR) which prevents the voltage supplied to a user's home theater system from going outside of safe system operating specifications. The AVR senses voltage sags or swells and automatically engages to stabilize voltage levels to prevent damage and improve system performance during these conditions. For total security, Tri-Mode[®] disconnect circuitry and microprocessor-controlled T2 actively monitors the line, neutral, and ground power lines for electrical surges, dips, and swells and automatically disconnects the PowerCenter and AV equipment from AC power when conditions exceed a safe level, automatically reconnecting when power conditions have returned to normal.

Noel Lee, The Head Monster, noted: "Today's high-end home entertainment systems rely on constant power to maintain important system functions. Even during brief power outages, your system can suffer damage, ranging from lost memory settings and data to physical component damage caused by incorrect turn-on sequencing that may occur when utility power is restored. The HTUPS 3700's internal backup battery supply maintains voltage to your system during power outages, ensuring that you do not lose settings or memory, while also protecting your equipment from costly damage due to an incorrect turn-on sequence. The Monster HTUPS3700 truly sets a new standard as the most comprehensive power protection and backup power supply unit ever devised. From its advanced performance and protection features to the leading-edge IP control, remote access and energy management capabilities, no other surge protector has been as well conceived as the HTUPS3700."

Additional Monsterous[®] Features

The HTUPS 3700 features patented Monster HD Clean Power[®] that filters out electronic noise and interference to maximize performance and reduce wear to delicate digital equipment. For the most advanced power protection, the HTUPS 3700 includes both Monster Tri-Mode[®] disconnect circuitry and microprocessor-controlled T2[™]. T2 actively monitors the line, neutral, and ground power lines for electrical surges, dips, and swells and automatically disconnects the PowerCenter and AV equipment from AC power when conditions exceed a safe level. It automatically reconnects when power conditions have returned to normal.

In addition to advanced power protection, Clean Power filtering, AVR, and UPS technology, the HTUPS 3700 also features Monster GreenPower[™] energy savings. Selected outlets can be automatically shut off to reduce stand-by mode energy waste when equipment is not in use.

Increase Customer Satisfaction and Reduce Service Calls

The HTUPS 3700's combination of advanced power protection, patented Clean Power filtering, and automatic voltage regulation lets the CI professional offer the customer one self-contained unit that does the work of at least three separate components. All these features add up to an

easy, neat installation and optimal performance of home theater equipment, as well as the guarantee that even when a power outage occurs, customers will have peace of mind, knowing that their investment is protected.

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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