



For Immediate Release

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MONSTER INTRODUCES “JAMZ™,” HIGH-PERFORMANCE IN-EAR HEADPHONES: VIRTUALLY INDESTRUCTIBLE

-- Award-Winning Chrome-Finished “Jamz” Will Be Featured in the Innovations Design and Engineering Showcase at CES 2010; New Lil’ Jamz and Mobile Jamz Also to Be Showcased at Monster CES Booth --

Las Vegas, NV, January 6, 2010 – Monster, fast becoming one of the world’s leading manufacturers of high-performance headphones, is combining astounding audio performance with unprecedented affordability in its new trio of “**Jamz™**” in-ear headphones – designed to bring outstanding Monster sound to a broader range of headphone users than ever before. The line is led by the virtually indestructible flagship “**Jamz**,” which were recently honored with a prestigious Innovations 2010 Design and Engineering Award by the Consumer Electronics Association. Monster’s new Jamz headphone line also includes the super compact, entry-level “**Lil’ Jamz™**” as well as the new **Mobile Jamz™**, which takes the on-the-go experience to exciting new heights, featuring a host of innovative features including a 2G microSD™ 2G card reader and innovative Monster Music Manager software.

With their solid metal construction and advanced Monster audio-enhancing technologies, Monster Jamz are the ideal personal listening solution for today’s on-the-go consumer. Engineered to the same exact standards as all high-performance Monster headphones, Jamz offer users an opportunity to experience their music with deep, powerful bass and crystal clear high frequency response.

100% Solid Metal Construction, Advanced Monster Cable and More

Key to the high-performance audio of Jamz is their 100% solid metal construction. In addition to making them virtually indestructible, the patent-pending machined-billet metal housing cancels unwanted vibrations for the purest sound imaginable. Additionally, Jamz’ bright scratch- and corrosion-resistant chrome finish is a more durable surface than anodization, plastic or paint and ensures that the headphones maintain their attractive styling and brand new look.

To further enhance audio performance, Jamz come with advanced Monster cable, featuring patented technologies for accurate and clear audio, with 24k gold contacts for maximum signal transfer and corrosion resistance. A rugged cable strain relief system protects the cable and withstands heavy-duty use, and a cable management clip controls and keeps weight off the headphones, ensuring they stay in the user’s ears.

Jamz come with a stylish and protective clip pouch for easy protection and cable management.

Finally, because proper fit is essential to the performance of in-ear headphones, all Jamz headphones come with multiple pairs of different sized eartips. The custom-designed eartips

provide the superior isolation needed to shut out the outside world. In addition to the added comfort, the eartips remain snugly in the ear, even while the user is active.

Lil' Jamz: Same Great Performance and Durability in More Lightweight Package

The new Lil' Jamz headphones give today's fast-paced digital generation an even lighter and more compact option than their "big brother" sibling Jamz – without sacrificing any of the great Jamz performance or features. Featuring a vibrant black chrome finish in an ultra-portable design, Lil' Jamz are just as sonically pleasing as Jamz, and just as stylish.

Mobile Jamz: Breakthrough Features for On-the-Go Media Management and More

In addition to their superior audio performance, the new Mobile Jamz offer users several breakthrough features and functionalities that set new standards for on-the-go media management and more. The included Monster® Mobile Media Drive, for instance, includes a 2GB microSD™ Card and USB Adaptor. This allows users to load all their favorite music and photos directly from their PCs and move the content to their music phones. And thanks to its pre-loaded Monster Mobile Media Manager Software, the process is simple, quick and intuitive. Users no longer need to rely on an iPod to seamlessly add content to their phones and access their favorite music and photos, enjoying an iTunes-like music management experience without ever loading an application on their computer. The software runs off the card itself when plugged in and the innovative Monster Media Manager Software transfers music to the microSD Card in 3 easy steps, automatically finding and organizing music and photos before transferring onto the card.

Y-Cable "Chat Adapter" For Use With Skype™, Video and Voice Applications

Notably, thanks to its included Y-Cable "Chat Adapter," Mobile Jamz can also be used to easily make for free calls and video chats on Skype, as well as access any other online voice and video chat application and more. Users simply use the Chat Adapter to plug into their PC or Mac's headphone and mic ports, and speak through the crystal clear ControlTalk™ microphone. In this way, Mobile Jamz deliver total chatting privacy, along with the a superior level of audio quality for all calls.

Noel Lee, Head Monster, noted: "At Monster, we believe life is too short to listen to bad headphones, and our design approach is that they should be able to reproduce the same real music experience that comes from a great pair of full size. Jamz headphones are engineered specifically to provide this big speaker experience in a compact in-ear headphone – without the cost usually associated with such a high-quality option. Our trio of high-performance Jamz headphones deliver the full dynamics, range, and emotional impact of today's music, whether it's hip hop, jazz, vocals, classical, or rock."

To provide Jamz users with the ultimate in convenience and performance when used with today's portable music devices, Jamz are all available with ControlTalk*, an advanced on-cable feature that provides users with full control of their listening experience when using their 3GS iPhone®, iPod® shuffle and other new iPods and portable music devices. 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.

Monster Jamz in-ear headphones will be available for the following suggested retail prices: **Jamz** – (SRP: 119.95, \$149.95 with ControlTalk); **Lil’ Jamz**” (SRP: \$99.95, \$119.95 with ControlTalk); **Mobile Jamz** (SRP: \$149.95, includes ControlTalk).

The debut of Monster’s Jamz line of headphones is part of Monster’s ongoing commitment to improve the quality of music reproduction. The company’s line of advanced headphones includes the acclaimed Turbine™ In-Ear Speakers™ and Turbine Pro In-Ear Speakers, as well as the new “Miles Davis Tribute™” high-performance in-ear headphones, the world’s first audio hardware product to bear the official name and signature of legendary trumpeter Miles Davis.

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.

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