



For Immediate Release

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**MONSTER DEBUTS UNPRECEDENTED CONCEPT IN REMOTE CONTROLS
AT CES 2010: “OUT-OF-THE-BOX” SIMPLICITY AND CUTTING-EDGE DESIGN
MADE SURPRISINGLY AFFORDABLE**

*-- Breakthrough Tabletop “Console” Design Enables Intuitive Use with One Hand or Two,
Simplifies Setup, and Ends “Remote Control Clutter” Once and For All for Easy
Attachment to Every TV Sale --*

Las Vegas, NV, January 6, 2010 – At CES 2010, Monster, the world's leading manufacturer of cables, AV accessories, and power conditioning products, will showcase groundbreaking universal remote controls that offer ease-of-use and advanced functionality at surprisingly affordable prices. The company's new **MCC AV50** (SRP: \$99.95) and **MCC AV55 Home Theater Controllers** (SRP: \$129.95), both currently available, are the world's first “simple advanced” remotes that control all of today's advanced home theater equipment. As part of Monster's “trio” of innovative and sophisticated remote controls, the MCC AV50 and MCC AV55 join the flagship **MCC AVL200 Home Theater Lighting Controller** (SRP: \$249.95) for a completely new perspective on the traditional universal remote control.

No More Difficult, Time-Consuming Programming – Simplicity Right-Out-of-the-Box

The new Monster home theater controllers incorporate a completely pre-programmed IR Code set for nearly all major CE manufacturers, making setup fast, easy, and hassle-free.

Noel Lee, Head Monster, noted: “Monster is committed to leading the way in making home entertainment simpler, more accessible and more affordable. We believe that our new MCC AV50 and AV55 remotes will open many people's eyes to the possibility of getting rid of their basket of remotes once and for all and opting for a single sophisticated-yet-simple solution. Rather than being turned off by the confusing nature of so many traditional universal remotes that look just like the ones they are replacing, our customers can now enjoy an advanced, beautifully designed remote control ‘console’ at just a fraction of what remotes with similar capabilities often cost. For the first time, people can have a truly high-end and elegant remote to control all their home entertainment components with no complicated setup at a price anyone can afford.”

World's First Tabletop, Dual- and Single-Handed Universal Remote Controls

With their leading-edge, patent-pending designs, the MCC AV50 and MCC AV55 are the long-awaited solutions for the challenges posed by today's myriad of sophisticated home entertainment components. Their ergonomically designed buttons and navigation layouts similar to those of portable game controllers, make navigating today's networked TV, games, Blu-ray players, and other devices more natural and straightforward than ever before. To ensure users rarely, if ever, reach for their old remotes, the all-in-one Monster devices are programmed with

basic ‘common sense’ behaviors that control the key performance and convenience features of today’s most advanced home theater components, such as on-screen aspect ratio selection.

Based on the award winning Monster MCC AVL300 Advanced Home Theater and Lighting Controller, the MCC AV50 and MCC AV55 leverage an intuitive and touch-friendly design so users can access player transport controls, directional thumbstick, and rocker buttons even with their gaze focused continuously on their flat panel TV. Moreover, this makes it easy for anyone to navigate the menu selections presented by any AV component.

The MCC AV50 and MCC AV55 feature full button learning plus smart “punch through” transport and volume control that enables users to change playback and volume settings without having to switch the operating mode of the remote just to boost volume or advance to the next scene.

New in MC AV55: Dual Color Backlighting

For added convenience, the MCC AV55 provides dual color backlighting that tells users if they’re controlling a broadcast source like TV and Cable/Satellite (blue) or a recorded medium like DVR or DVD (amber). Also, users can assign colors to devices as they see fit.

An Elegant Design to Complement Any Décor

With a reliable non-slip tabletop design built from high quality materials, the MCC AV50 and MCC AV55 blend naturally into any environment. As flat-panel television sets increasingly become integral design elements in the décor of many homes, the elegant and attractive form factor of the remotes create a more coordinated look.

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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