



For Immediate Release

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MONSTER MCC AVL200 HOME THEATER CONTROLLER MAKES ADVANCED “ONE-TOUCH LIGHTING CONTROL” MORE AFFORDABLE THAN EVER BEFORE

*-- New Universal Remote Empowers Users to Replace All Their Existing Remotes,
Enables Simple “One-Touch Control” of Multiple Devices
Including Home Theater and Lighting --*

Las Vegas, NV, January 6, 2010 — Monster, the world's leading manufacturer of cables, AV accessories, and power conditioning products, is bringing new meaning to the concept of “universal remote control” with the **MCC AVL200 Home Theater Lighting Controller** (SRP: \$249.95). The MCC AVL200 is the flagship in the Monster “trio” of sophisticated remotes that also includes the new **MCC AV50** (SRP: \$99.95) and **MCC AV55 Home Theater Controllers** (SRP: \$129.95). The MCC AVL200 marks a major step forward in integrated remote control performance and affordability, offering breakthrough functionality for its price range. In addition, it offers retailers a valuable opportunity to make attachment sales with every TV purchased.

As with the MCC AVL300, the new MCC AVL200 replaces several remotes at once. The MCC AVL200 component and activity buttons send multiple commands to multiple devices automatically for true one-touch control. Users can control even the most complex AV systems and extend their functionality with special feature buttons. The unique ergonomic design of the MCC AVL200 features an intuitive layout of large, tactile buttons that are also very easy to read. Additionally, illuminated backlit buttons keep the remote user-friendly in dim or dark settings.

New Preprogrammed Codes; Online Setup Wizard

The MCC AVL200 will come pre-programmed with thousands of manufacturer AV component codes making it functional right out of the box. In addition, it will be the first MCC Remote to be enabled with setup of the IlluminEssence™ Z-Wave network, lighting scenes, and the Monster in-wall scene controller setup capability.

Borrowing from the award-winning AVL300, the AVL200 will feature a brand new online setup wizard for the more complicated AV Activities. Users will be able to log on from any web browser to modify, customize, and extend functionality with no need to install any software.

Unique Console Design, Whole-Home Lighting Controller

With its leading-edge, patent-pending design, the revolutionary MCC AVL200 Controller will be the first advanced controller designed for one or two-handed operation. For controlling all of today's most advanced home entertainment network components (network TVs, Blu-ray media players, game consoles and network AV receivers), its unique game controller layout with left-hand thumbstick offers users a familiar and intuitive interface.

In addition, the MCC AVL200's non-slip design doubles as a tabletop home appliance and lighting controller so that users can manage their Direct Access Whole Home Lighting Scenes without having to pick it up.

An ideal solution for custom installers and electricians who want to give their clients true 21st century, networked, remote control capabilities, the Monster MCC AVL200 is a multi-room lighting controller that works through walls, ceilings, and floors.

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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