



For Immediate Release

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**MONSTER PARTNERS WITH GUNNAR OPTIKS TO CREATE
MONSTER VISION™ “COMPETITION SERIES” EYEWEAR PRODUCTS
FOR HIGH DEFINITION GAMING AND COMPUTER USE**

-- New Eyewear Concepts from Monster and GUNNAR Optiks Will Bring Improved Picture Quality and User Performance for the High-Def Gaming and Computer Experience --

Las Vegas, NV, January 6, 2010 — Monster, the world’s leading manufacturer of high-performance cables, AC power conditioning and surge protection products, today announced that it is partnering with GUNNAR Optiks to create a stylish new line of **Monster Vision™** enhanced digital eyewear products geared toward significantly improving the gaming and computer experience for consumers. The new products, including Monster Vision “Competition Series” eyewear from Monster and GUNNAR will be designed to enhance visual performance, giving online gamers a competitive edge, as well as providing much-needed relief from eyestrain and fatigue, completing the ultimate computing and gaming experience.

Monster and GUNNAR are working together to create a variety of trend-setting new visionary concepts in Enhanced Digital Eyewear, including a line of Monster Vision “Competition Series” eyewear for high definition gaming. Using the superior optics platform of GUNNAR’s i-AMP® lens technology, the new eyewear products will dramatically enhance viewing, while offering a variety of elegant styles suited to individual tastes. The benefits of i-AMP include less glare, more vivid colors, distortion-free viewing and the capability to dramatically reduce user eye fatigue and strain; giving gaming enthusiasts a real competitive edge. The new eyewear products will also be ideal for use as computer workstation glasses, providing users with maximum comfort while reducing eye fatigue even after long hours staring at computer screens.

Noel Lee, The Head Monster, noted: “In today’s fast-paced gaming arena, a single eye blink can mean the difference between victory and defeat. In order for players to remain at the cutting edge of their best performance at all times they need to minimize eye strain and fatigue, as well as maintain the keenest vision possible. This is the edge that our new Enhanced Digital Eyewear products will provide. Our developmental teams at Monster are constantly at work creating and refining new technologies that will enhance every aspect of high definition entertainment, and by forming alliances with forward-thinking companies like Gunnar we are able to share our advancements to help open up new opportunities in today’s fast-growing digital accessories market.”

GUNNAR Optiks is the first company to develop a premium, branded lens and frame technology for high intensity computer users. GUNNAR’s i-AMP lens technology works with and enhances the properties of the human eye when viewing a digital screen. “We’re passionate about what we do, and we’ll never stop perfecting our product,” said Rob Aarnes, GUNNAR’s

President. "To date, we've developed the best lens concept in the world for this application and are excited to be working with one of the world's premier consumer electronics brands."

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

Explore the world of Monster Power® at www.monsterpower.com

ABOUT GUNNAR OPTIKS

GUNNAR Optiks, LLC engineers and produces Digital Performance Eyewear; eyeglasses that enhance and work with the human visual system when viewing computer screens and digital devices. GUNNAR, a privately held company, was founded in 2005 and officially launched Digital Performance Eyewear in the United States in October, 2008.

Explore the world of Digital Performance Eyewear at www.gunnars.com

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