



For Immediate Release

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MONSTER INTRODUCES “POWERNET™ 1G” FEATURING THE WORLD’S FASTEST POWERLINE COMMUNICATIONS DATA TRANSFER SPEED

-- New Product Offers Unique “No New Wires” Networking Solution; Provides Speeds Fast Enough to Reliably Support Multiple 1080p Datastreams --

Las Vegas, NV, January 6, 2010 – Monster, the world leader in power conditioning and surge protection products, today introduced the world’s fastest PowerLine Communication (PLC) product with its **PowerNet 1G** (SRP: \$299.95). Monster® PowerNet™ with PLC technology instantly turns a home’s electrical wiring system into a high speed Ethernet network – empowering users to bring a reliable and secure broadband connection into any room at speeds as much as 3X faster than all PLC products currently on the market.

World’s Fastest PLC Combines with Gigabit Ethernet for Smooth Movie Streaming, Glitch-Free Online Gaming, and Network File Data Transfers

The product achieves its unprecedented speed using the advanced Atheros AMP™AR7400 chipset for Powerline solutions, enabling nearly triple the peak data throughput versus existing competitors. At this previously unattainable speed, users of the PowerNet 1G can simultaneously stream and download 1080p content on demand to their Blu-ray Disc™ players, TiVo®’s and other DVRs, network TVs, game consoles, and other devices.

Home Ethernet Networking Speeds Maximized with Monster Proprietary PLC Filter

The Monster PowerNet 1G also features proprietary PLC filters that help prevent noise on the home’s AC power lines. The result is a cleaner data signal at much higher bandwidths to enable the speeds needed to deliver multiple 1080p file streams simultaneously.

Noel Lee, Head Monster, noted: “At Monster, our goal is to provide products that truly complete the home entertainment and TV watching experience for our customers. These days, that means making it easy for people to access the Internet, which has become a primary source for all kinds of entertainment, including games, movies, music and more. According to industry estimates, Internet movie rentals and downloads alone will exceed 2.14 billion by 2010, and more and more home entertainment products, including TVs, now feature built-in Internet. The majority of consumers, however, do not have an Ethernet connection in every room where they may want to access it. Our PowerNet products make it fast and easy to add an Ethernet interface to any room. And with our new high-speed PowerNet 1G, people will be able to enjoy the full power of the Internet so they can maximize all their entertainment opportunities, including 1080p programming, without adding any new wires.”

PowerNet 1G joins Monster’s full line of comprehensive PowerNet products, including the new **Digital Life™ PowerNet 350wifi** (SRP: \$TBD) extender, which provides both wired and wireless

802.11 solutions for connecting consumer electronics devices in a home network, as well as the Monster **PowerNet 100** (SRP: \$99.95), **PowerNet 200** (SRP: \$179.95), and **PowerNet 300** (SRP: \$199.95), empowering consumers to bring the Internet to their home entertainment equipment throughout the house.

Benefits of Monster PowerNet 1G include:

- Blazing fast speeds for multiple 1080p connections to the Internet or streaming high definition audio and video.
- All the advantages of a wired home without having to pay contractors for expensive wire pulling and installation.
- PLC Clean Power[®] noise filtering that improves network speed compared to other PLC devices.

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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