



For Immediate Release

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**MONSTER OFFERS INDUSTRY'S MOST COMPLETE LINE OF ADVANCED  
SCREENCLEAN™ PRODUCTS "FOR HOME AND ON-THE-GO"**

*-- Latest Addition to Full Line Is New All-in-One Kit "Dual-Pack" With Everything Needed  
to Clean Today's Electronic Devices, At Home and On-the-Go --*

**Las Vegas, NV, January 6, 2010** – Monster, the leading manufacturer of advanced consumer electronics accessories, is proud to offer the industry's most comprehensive lineup of advanced ScreenClean™ products for multiple applications. The full line now features the latest entry to the ScreenClean family, all-in-one Monster **ScreenClean™ Dual-Pack** (SRP: \$29.95) "for home and on-the-go." The new ScreenClean Dual-Pack is designed to provide consumers with all the tools they need to thoroughly clean their home and portable electronic devices, including flat screen TVs, computer monitors, cameras and camcorders, cell phones, GPS devices, MP3 players and portable gaming systems.

All Monster ScreenClean products safely and easily clean screens without scratching, and Monster is the only company to offer an EPA Registered Antimicrobial Cloth that helps to control potentially disease-causing Microbes. The cloth, enhanced with AEGIS Micro Shield® Technology, not only polishes screens to crystal clarity but also helps control potentially harmful bacteria and other micro-organisms. In addition, the powerful ScreenClean specialized formula cleaning solution removes grubby fingerprints without streaking and comes in convenient travel-sized portable bottles that fit easily into pockets or small bags. The formula is alcohol- and ammonia-free and won't harm delicate screen coatings. ScreenClean products include advanced solutions for cleaning touchscreens on portable electronics devices including the new laptop version, as well as versions for camera/camcorders, cell phones/PDAs, GPS devices and Apple iPod®/iPhones™.

Monster ScreenClean products are designed to safely clean screens both large and small. The company's new Dual-Pack, for instance, includes a 237ML bottle of Monster's ScreenClean gel-based formula and a 12" Monster Ultra Soft Microfiber Cloth for cleaning TV screens and computer monitors. The Dual Pack also comes with a newly designed ultra-portable 45ML bottle of Monster's new formula that's ideal for travel, as well as a Micro Clean Cloth with Antibacterial Technology by AEGIS to keep cell phones, laptops and other small screens clean and clear. The Dual-Pack will carry a suggested retail price of \$29.95. In Monster's on-going commitment to reduce waste, ScreenClean products are packaged in fully recyclable packaging.

Said Noel Lee, The Head Monster: "With touchscreens now such an integral part of our experience with so many of our portable devices, maintaining a dirt, dust, and fingerprint-free screen is essential – just as it is important to keep TV and computer screens clean in our homes and offices. Our new Monster ScreenClean products provide advanced solutions that make it

easier than ever for people to keep all their screens – both large and small – crystal clear, with the most advanced screen cleaning technologies engineered specifically for ease of use and convenience.”

### **Recyclable “Green” Packaging**

As part of Monster’s effort to do its part in protecting the environment, Monster ScreenClean portable products come packaged in fully recyclable “green” packaging. The full line of Monster ScreenClean products include Monster ScreenClean for Laptop Camera and Camcorder, Monster ScreenClean for Cell Phone/PDS, Monster ScreenClean for GPS devices and Monster iClean™ for iPhone and iPod.

Looking to the future, Monster is planning to expand its industry-leading ScreenClean lineup later this year with more products that will eliminate viruses, germs and bacteria on all portable device surfaces as well as shield users and help protect them from any microbes growing on those surfaces for up to 30 days after treatment.

### **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](http://www.monstercable.com)

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