



For Immediate Release

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MONSTER'S SPEED-RATED CABLES FOR HDMI™ OFFERS INDUSTRY'S WIDEST RANGE OF CHOICES IN PRICE AND PERFORMANCE

-- Monster Continues to Lead the Way in Cables for HDMI, with Ideal Solutions for Every Need and Budget, Now and In the Future --

Las Vegas, NV, January 6, 2010 – Monster, the world's leading manufacturer of cables, AV accessories, and power conditioning products, is proud to announce that it offers the world's widest and most comprehensive selection of speed-rated cables for HDMI, with the widest range of prices and performance characteristics. Notably, Monster's speed-rated cables for HDMI, including its now-available new **M Series® M2000 Hyper-Speed™ Cables** for HDMI™, the world's highest speed cable at 21 Gigabits per second, are verified by Simplay HD™. Built with optimized conductors, dielectrics and connectors, the M2000 provides Monster customers with the assurance that their cables will deliver maximum picture and sound quality when used with all today's advanced high definition home entertainment components. Monster speed-rated cables for HDMI are "future-ready" and will not need to be replaced when new HD components are added to their system.

Monster is Ensuring Current and Future HDMI 1.4 Functionality

To provide the ultimate in consumer confidence, all Monster Cables for HDMI at the 1000 level and higher carry the company's "Cable for Life" and "HDMI 1.4 Upgrade Program". Cable for Life ensures that if the components customers purchase in the future ever surpass the bandwidth capabilities of the cables Monster will upgrade their cable. The 1.4 Upgrade Program gives the customer confidence that if they ever need the additional functionality of HDMI 1.4 such as the ethernet channel or digital audio return channel, Monster will upgrade their cables. Both offers are clearly marked on all applicable Monster Cable® products.

Noel Lee, the Head Monster, noted: "Today's new HDMI 1.4 specification supports both 3D technology and larger higher pixel density (4K x 2K) displays, two advancements that will greatly impact data rate and cable bandwidth requirements. Delivering all of the capabilities of these new display technologies and others into the future will demand an even larger 'data pipe' than what is available today. To meet these bandwidth needs, Monster has increased the performance of its speed-rated HDMI cables, removing the fear of obsolescence once and for all."

Monster now offers the most comprehensive range of HDMI cables, from its non-speed-rated Monster Basic™ for HDMI™ cables to its Ultimate High Speed rated products. Here is a listing, with suggested retail prices, of the company's cables for HDMI:

- HDMI Basic, MSRP: \$39.95 - \$69.95 (1m - 4m)
- Standard Speed HDMI 500HD, MSRP: \$59.95 - \$139.95 (1m – 6m)

- High Speed HDMI 700HD, MSRP: \$69.95 - \$279.95 (0.5m – 50 ft)
- Ultra-High Speed HDMI 800HD, MSRP: \$89.95 - \$199.95 (1m – 6m)
- Ultimate High HDMI 1000HD, MSRP: \$99.95 - \$499.95 (0.5m – 75 ft)
- Hyper Speed M2000, MSRP: \$200 - \$1000 (4ft – 50 ft)

Monster's speed rated cables for HDMI are performance verified by Simplay Labs.

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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