



For Immediate Release

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MONSTER “SUPERTHIN™ CABLES FOR HDMI™” OFFER CUTTING-EDGE NEW CONNECTIVITY SOLUTIONS FOR SUPER SLIM TV’S AND PORTABLE HDMI DEVICES

-- CES 2010 Debut: New SuperThin Cables for HDMI, Specially Designed for Use with Compact Camcorders, Digital Cameras, and Other Portable Devices --

Las Vegas, NV, January 6, 2010 – Monster, the world's leading manufacturer of cables, AV accessories, and power conditioning products, recently introduced a major breakthrough in connectivity for home entertainment and on-the-go digital devices – new “powered” **SuperThin Cables™ for HDMI™**. These products are specifically designed for use with a wide variety of electronics devices from super-slim flat-panel TVs, home theater systems, gaming consoles, and laptops to advanced digital video cameras, camcorders, and netbooks. SuperThin cables are Monster Speed Rated “High-Speed” at 10.2 Gbps. Suggested Retail prices range from \$89.95 to \$169.95. Lengths include 4-, 8-, and 16-foot versions in the company’s Digital Life™ line of products, as well as t-, 2-, 3-, 4- and 5-meters in the company’s core lineup.

New at CES 2010: Special SuperThin™ Cables for Mini HDMI™

At CES 2010, Monster is debuting the newest member of its SuperThin family, **SuperThin Cables™ for mini HDMI™**, offering consumers a new ultra portable on-the-go connectivity solution for today’s advanced HDMI enabled cameras and camcorders. Scheduled for delivery later this month, Monster SuperThin Cables for mini HDMI are specifically designed for use with the latest HDMI enabled digital cameras and camcorders, bringing users an unprecedented level of performance, convenience and portability.

Notably, the compact and lightweight SuperThin Cables for mini HDMI come with a handy cable tie that allows them to be neatly packed in a camera or laptop bag. Their convenient portability gives users a fast and easy way to connect camcorders and high performance cameras to HDTVs and computer displays.

Noted Noel Lee, the Head Monster: “The revolution in flat-panel TVs and portable digital products has changed the way people live, work and play. Monster is committed to helping take this revolution to the next level with a broad range of elegant, easy to use, common sense connectivity solutions. To this end, thanks to a new concept in “powered” cables for HDMI, we’re able to offer a completely new type of ‘magically thin’ cable that’s perfect for both flat-panel TV installations and on-the-go use. Our SuperThin lineup provides a much smaller and lighter connectivity solution than the world has ever known, and consumers can now enjoy a new level of freedom and flexibility with all their HD content while on-the-go.”

Monster Powered Cables for HDMI

Monster SuperThin cables are made possible with an innovation called RedMere® MagnifEye® Active technology. Requiring no external power supply, the technology enables industry-leading data speeds and ultimate-quality performance by equalizing the HD signals directly in the SuperThin cable itself. This eliminates the need for heavy-gauge copper, making the cables extremely light, thin and portable. Monster SuperThin cables measure just 3.5 mm in diameter, approximately 55% thinner than other High-Speed Rated HDMI cables.

Monster's SuperThin Products Make Installation Easy

The new Monster SuperThin Cables for HDMI feature a built-in LED indicator that instantly flashes when the HDMI signal coming from any connected source component is active. Once the source and display are in sync, the LED shines constantly, confirming the connection. The virtually invisible cables are ideal for use in aesthetically designed, tight-fitting, against-the-wall home theater installations and those utilizing articulating mounts. Consumers can literally hide the cables away from plain sight, as well as fit them into tight corners for a new level of installation flexibility. In addition, Monster makes available, a specially designed SuperThin Swivel Adapter (MSRP:\$34.95) that offers the ultimate in flexibility for tough HDMI connections requiring a super-tight and neat fit. This is ideal for installations in hard-to-reach areas or at difficult angles. Monster SuperThin connectivity solutions and complete line of FlatScreen mounts and accessories will help users make perfect flat screen installations quickly and easily.

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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ABOUT REDMERE

RedMere® is the leading provider of chip and cable technology solutions for the next generation of compact, lightweight cables for Synchronization, Imaging, Home Theater, Gaming and Enterprise Networking applications. Whether on the move, at home or at work these new cable systems deliver the ultimate in compact digital connectivity over HDMI, DisplayPort and USB for Video and Still Cameras, Smartphones, HDTV, Blu-Ray DVD, PS3 and Xbox, as well as enterprise solutions using Infiniband and PCI Express. RedMere provides cable-embedded

semiconductors and advanced cable reference designs to cable industry leaders and manufacturing partners. RedMere is a private company with lead investors Celtic House Venture Partners and EdgeStone Capital Partners.

For information on RedMere, please visit www.redmere.com.

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