



For Immediate Release

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MONSTER ENHANCES TODAY'S FLAT-SCREEN TV EXPERIENCE WITH BREAKTHROUGH SUPERTHIN™ CONNECTIVITY AND INSTALLATION SOLUTIONS

*-- New SuperThin™ Cables and Swivel Adapter for Neat, Ultra-Low Profile TV Installations;
New Mounts and Innovative Swivel Adapter for Perfect Flat-Screen TV
Fit Even in Tight Corners --*

Las Vegas, NV, January 6, 2010 – Monster, the world's leading manufacturer of cables, power protection and conditioning products and home theater accessories, is providing consumers with a variety of innovative SuperThin™ products that will allow them to significantly enhance their flat-panel TV experience, including new SuperThin™ cables and mounts that provide ideal solutions for connecting and installing today's advanced flat-screen TVs.

SuperThin Cables™ for Super Slim TVs, Plus Innovative Swivel Adapter

Monster's new **SuperThin Cables™ for HDMI™**, available in 4-, 8-, and 16-foot versions in the company's Digital Life™ line of products, as well as in Monster's core lineup in 1-, 2-, 3-, 4- and 5-meter lengths, are a virtually invisible connectivity solution for flat-screen TV – ideal for use in aesthetically designed home theater installations. Monster's SuperThin cables are approximately 55% thinner than the company's other high-speed rated cables for HDMI, allowing consumers to literally hide them away in plain sight, as well as fit them into any tight corners for a new level of installation flexibility.

Notably, Monster is making it even easier to create elegant TV installations with its new specially designed **SuperThin Swivel Adapter** (MSRP: \$34.95). The unique Swivel Adapter turns 180 degrees in both directions, offering a super-tight and neat fit with – ideal for TV installations in hard-to-reach areas and corners.

SuperThin™ Flat Mounts: Setting a New Standard for Low Profile TV Installations

Today's flatscreen TVs are thinner than ever before, and consumers are looking for solutions that will allow them to create elegant, neat and space-saving installations quickly and easily. Monster is leading the way in meeting this demand with its recent introduction of new Monster Flatscreen SuperThin™ Flat Mounts. These ultra-low profile mounts extend less than one inch from the wall – some as little as a half-inch – and are designed specifically for the customer who wants the cleanest, neatest and most elegant flat-panel TV installation possible. For an easy connection in tight spaces, a Monster 90° HDMI™ adapter is included. Models include: FSM FLAT-S EFS (MSRP \$39.95), FSM FLAT-M EFS (MSRP \$99.95), FSM FLAT-L EFS (MSRP \$119.95) and FSM FLAT-XL EFS (MSRP \$399.95). Monster's SuperThin Flat Mounts are part of the company's comprehensive line of mounting solutions that includes Flat, Tilt, and

Articulating Mounts, along with mounts featuring integrated Monster Power® surge protection. Monster mounts are sized to provide a perfect fit and ideal mounting solution for small, medium, large, and extra-large flatscreen TVs, ranging from 10 inches to 104 inches.

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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