



For Immediate Release

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**MONSTER WORKING WITH AWARD-WINNING DESIGNER VIVIENNE TAM  
FOR UPCOMING HEADPHONE PRODUCT**

*-- Details Will Be Announced During New York Fashion Week in February 2010 --*

**Las Vegas, NV, January 6, 2010** – Monster, renowned for its many advanced consumer electronics accessories and fast becoming one of the leading manufacturers of high-performance headphones, is proud to announce it is working with world-renowned fashion designer Vivienne Tam for the upcoming introduction of a limited edition headphone product. Details about the product, including pricing and availability, will be announced during the upcoming Fashion Week in New York February 11-18.

Ms. Tam noted: “Fashion and music together give you a different journey, different world and experiences of life. Music gives my designs movement and rhythm. I dance with my designs. Double Happiness.”

Head Monster Noel Lee noted: “Recent studies have shown that women are involved in 89% of all consumer electronics purchase decisions, and 84% of them feel that new technologies can improve their lives. Monster is firmly committed to creating a wide array of products that appeal to all consumers, with a selection of stylish options that let women truly express themselves and their personal tastes. We’re thrilled to be working with a designer of Ms. Tam’s caliber on a project with particular appeal to the female audience – and one we believe has the potential to change the way many people think about technology and fashion.”

**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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