



For Immediate Release

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**MONSTER LAUNCHES “WHAM-BAM! DEMO DISC”:
INNOVATIVE BLU-RAY DEMONSTRATION AND EDUCATION TOOL FOR
CONSUMERS AND RETAILERS**

-- Unique Disc Features Blu-ray Clips from Sony Music, Universal Studios Home Entertainment, Walt Disney Studios Home Entertainment, Plus 1080p THX Optimizer for Entry Level Calibration and More --

Las Vegas, NV, January 6, 2010 – Monster, the world’s leading manufacturer of premium cables, accessories, and power conditioning products, today announced the introduction of its **WHAM-BAM! DEMO DISC**, a valuable first-of-its kind demonstration tool for retailers and consumers that underscores Monster’s commitment to educating people about how to maximize the features and capabilities of high-definition home entertainment products.

The Monster WHAM-BAM! DEMO DISC will be included free of charge beginning in February to purchasers of select Monster products, including the company’s new M Series M1000 “Ultimate High-Speed” and M2000 “Hyper-Speed” advanced cables for HDMI. Created in conjunction with Sony Music, Universal Studios Home Entertainment, Walt Disney Studios Home Entertainment and THX, the disc is a unique and useful tool for both retailers and consumers. In addition to chapters entitled “Welcome to the World of Higher Definition,” “How to Shop for High Definition Home Theater,” and others, the entertaining program features a variety of exciting specially selected film clips and musical performances that demonstrate the dramatic video and audio experience made possible by Blu-ray technology.

Among the clips included on the disc are scenes from Universal Pictures’ “Bourne” series, “Coraline” and “Fast and Furious.” “Cars,” “Ratatouille” and “Déjà Vu” are just a few of the exciting movie clips from Walt Disney Studios Home Entertainment. In addition, complete live concert tracks from Sony Music artists, including performances by Tony Bennett (duet with John Legend), Chris Botti (featuring Katharine McPhee), and Celine Dion are featured in Dolby Digital 5.1, Dolby TruHD 5.1 and DTS-HD Master Audio 5.1 surround formats.

Another invaluable tool included on the WHAM BAM! DEMO DISC is the THX Optimizer, an easy-to-use, on-screen calibration tool for home theater systems. Newly updated for Blu-ray, the THX Optimizer walks consumers through a series of test patterns and signals to help fine-tune both audio and video settings – ensuring they enjoy the exact sound and picture presentation filmmakers intended.

Noel Lee, the Head Monster, noted: “The WHAM BAM! DEMO DISC is part of our ongoing multi-level consumer and retailer high-definition education initiative. With so many exciting developments, it can be difficult for even the most informed consumers these days to keep up

with everything new, and how they can benefit from all the exciting advancements. This demo disc gives people a simple and straightforward guide for maximizing their home theater and Blu-ray components.”

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.

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