



For Immediate Release

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**MONSTER AND GIBSON JOIN FORCES TO DEMONSTRATE CLEAR LEADERSHIP IN
MUSIC TECHNOLOGY AT CES 2010**

**INNOVATIVE CONSUMER-FRIENDLY NEW PRODUCTS
TO BE OFFERED BY BOTH WITH A FOCUS ON ADVANCED MUSIC, CABLE, POWER,
NETWORKING AND AUDIO PERFORMANCE**

*-- Lifestyle-Enhancing New Monster And Gibson Guitar Products To Be Showcased
at Booth # 13306 Central Hall --*

Las Vegas, NV, January 5, 2010 — Monster, the world's leading manufacturer of cables, AV accessories and power conditioning products, and Gibson Guitar, the world's premiere musical instrument manufacturer and leader in music technology, will showcase their broad range of industry leading innovative new products at CES 2010 in Central Hall Booth # 13306. At CES, the comprehensive line of new products from both companies will be brought together by a shared corporate philosophy that can be summed up in the phrase: "Because the Music Matters."

Monster's CES offerings will include new ultra high-speed cables for HDMI™ and breakthrough powered SuperThin™ Cables for HDMI™, new PowerNet networking and GreenPower products, advanced Apple® accessories, as well as co-branded HP Monster® "Digital Life™" products and more. Notably, the company will show how it is standing up to its motto that "Sound Really Matters" with brand new additions to its Monsterous® headphone family, including new trend-setting headphones from the Beats™ by Dr. Dre™ line, a collaboration with Dr. Dre and Interscope Geffen A&M Chairman Jimmy Iovine.

Noel Lee, The Head Monster, noted: "Both Gibson and Monster got into this business because we love music. Music is such an important part of everyday life. Music can make you feel happy, sad, inspired...it has real emotional impact. Gibson, on the source end, integrates the finest craftsmanship and leading edge technologies into instruments that inspire and help artists best communicate their vision and deliver great music we love to listen to. With Monster's family of audiophile reference quality headphones and cable, we're helping people enjoy the most accurate and best sounding reproduction of music possible. Gibson is a perfect partner in this endless quest to share great sound with the world. Why? Because the Music Matters."

Gibson's offerings will include the debut of the Wurlitzer Digital Lyra Jukebox as well as the next generation of robot technologies, the **Gibson Dusk Tiger** guitar, a killer guitar with a look and construction that has never been seen before. Dusk Tiger represents the state of the art in electric guitars, redefining what the guitar can do with the integration of pioneering technology with the most advanced design in the industry and limited to only 1,000 produced worldwide.

"This year we are partnering with Monster Cable in an effort to deliver great sound to the many guests of the Consumer Electronics Show," said Henry Juskiewicz, Chairman and CEO of Gibson Guitar. "There are no better partners than Gibson and Monster, two companies who have individually rocked the industry with unprecedented technology and new products without ever challenging the integrity of great music and sound. I can't imagine any better place to showcase our many new products that focus on music, sound and entertainment."

The new **Wurlitzer Digital Lyra Jukebox** takes the tradition of the globally recognized Wurlitzer Jukeboxes of yesteryear and offers fans the opportunity to experience a newly designed jukebox that combines advanced technology, streamlined design concepts and an ultimate audio experience not offered by any other manufacturer in the industry. Media and guests will have the chance to be the first to experience one of the newest products from the musical instrument leader.

Monster and Gibson will be holding daily demonstrations of their new products throughout the show at the Booth # 13306 Central Hall. Combining the music made with the world's greatest guitars and the world's most innovative headphones, the two companies plan on providing guests an unprecedented experience on site.

Among the exciting Monster products on display will be several that were recently honored with prestigious Innovations 2010 Design and Engineering Award by the Consumer Electronics Association (CEA), including Monster's **HTUPS 3700** uninterruptible home theater power supply, **HDP 1850G High Definition PowerCenter™** with Monster GreenPower™ technology and Monster "**Jamz™**" headphones.

Here is an overview of some of the products Monster will be showcasing or demonstrating at CES 2010:

- **Monster M Series™ M2000 Hyper-Speed™ Cables for HDMI™**
 The world's highest speed cable, Monster's new M Series M2000 cables meet all the requirements of both the new HDMI 1.4 specification and beyond, assuring customers that their cables are "future-ready" and will not need to be replaced when new HD components, including upcoming 3D technologies, are added to their system.
- **Monster SuperThin™ High Speed Powered Cables for HDMI**
 Monster's "powered" **SuperThin Cables for HDMI™** are a major breakthrough in connectivity elegance for home entertainment and on-the-go digital devices. The thin cables deliver Full HD 1080p pictures and surround sound from Blu-ray players, game consoles, DVRs, HDTVs or PCs. They are powered by an integrated circuit, allowing them to pass multimedia data streams at 10.2 Gbps just like cables more than twice its diameter. The new **SuperThin Mini Cables for HDMI** feature a specially designed mini connector that allows for a perfect and unobtrusive fit when used with camcorders, laptops and other portable devices.
- **Monster PowerNet 1G with PLC technology**
 The **Monster® PowerNet™ 1G** with PLC technology instantly turns a home's electrical wiring system into a high speed Ethernet network – empowering users to bring a reliable and secure broadband connection into any room at speeds as much as 3X faster than all PLC products currently on the market.
- **"Simple-Advanced" Trio of Home Theater Controllers**
 Monster will also showcase its cutting-edge new "trio" of "simple advanced" remotes including the **MCC AVL200, MCC AV50** and **MCC AV55**. The striking new devices feature a patent-pending design that marks a major step forward in remote control elegance and functionality. Providing straightforward, easy-to-use and affordable solutions, they are poised to revolutionize the universal remote control category, offering an affordable and completely new perspective on the traditional universal remote control.
- **"Monsterous®" New Headphones**
 New additions to its high-performance headphone line will be available for demos, including **Turbine Pro™ Copper** Professional In-Ear Speakers and the **Miles Davis Tribute™**, the ultimate jazz experience headphones. Exciting new additions to the hugely popular "**Beats™ by Dr. Dre™**" headphone line will also be on display starting Friday, January 8.

Here's a brief overview of what Gibson Guitar will be exhibiting at CES 2010:

- **The Gibson Dusk Tiger**, the world's most innovative guitar of our time, represents Gibson's commitment to stretching the boundaries of the electric guitar while honoring the elements that make classic guitars so desirable. With unparalleled tonal flexibility, optimization for stage and studio, 18 user programmable tuners and the most advanced technology ever presented in a guitar anywhere.
- **The Wurlitzer Digital Lyra Jukebox** is a high quality audio system with external quality speakers and an easy to use 15" touchscreen user interface. The innovative new take on the nostalgic Wurlitzer Jukebox automatically loads music from audio CDs, cell phones, data CDs, data DVDs, thumb drives, USB drives and more. The online operation includes a wireless network support and backs up your entire musical collection.
- Gibson will also provide guests an opportunity to plug in and play some of their newest and most popular models including **The Gibson Zakk Wylde BFG, Gibson SG Standard and LP Standard, Gibson Angus Young SG and the Gibson SG Raw Power guitars. The Gibson Tribal V, Grabber Bass, Holy Explorer and Les Paul Traditional** will round out Gibson USA's offering. A daily Epiphone guitar giveaway exclusive to CES attendees will include an **Epiphone Les Paul Prophecy**. Along with the offering will be a rare display of the **Gibson Custom Jimmy Page #2**.

ABOUT MONSTER

More than 30 years ago, the company 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 Headphone products, 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.

ABOUT GIBSON GUITAR

Gibson is known worldwide for producing classic models in every major style of fretted instrument, including acoustic and electric guitars, mandolins, and banjos. The Gibson Les Paul guitar is the best selling guitar of all time and bears the name of the late, great Les Paul. Gibson's HD.6X-PRO Digital Guitar, the Gibson Robot Guitar and Gibson's Dark Fire represent the biggest advances in electric guitar design in over 70 years. The Gibson Foundation is the philanthropic arm of the Gibson Guitar Corp., and dedicates its time and

services to making the place a better world for children through its support of music, education, health and human services. Founded in 1894 in Kalamazoo, Michigan, and headquartered in Nashville since 1984, Gibson Guitar Corp.'s family of brands now includes Epiphone, Dobro, Kramer, Steinberger, Tobias, Echoplex, Electar, Flatiron, Slingerland, Valley Arts, Maestro, Oberheim, Baldwin, Sunshine Piano, Take Anywhere Technology, J&C Fischer, Chickering, Hamilton, and Wurlitzer. Visit Gibson's website at www.gibson.com.

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