



For Immediate Release

Contact:

Alison Giella
DBA Public Relations
(212) 388-1400
agiella@dba-pr.com

Daniel Graham
(415) 716-2795
dgraham@monstercable.com

**New Monster Digital Life™ Power and Cable Products:
“Connecting Everything Together”**

-- Reliable Connections, Plus Advanced Power Protection for Everything from PCs to DVD, TV, Portable Music and More --

Las Vegas, NV, January 7, 2008—Monster, the world’s leading manufacturer of high performance cables and AC power conditioning and surge protection products, now offers consumers an unprecedented way to literally connect everything together with its new line of advanced Digital Life™ connectivity solutions and power protection products.

Total Reliability, Convenience and Power

Noel Lee, The Head Monster, noted: “In today’s digital universe, electronics devices including home theater, portable electronics, computers and peripherals, as well as Internet connectivity, are designed to be integrated and work together. Monster’s new Digital Life cables offer easy, reliable connections that meet or outperform the highest industry speeds and specifications, allowing people to literally connect everything to everything and enjoy maximum performance. They also offer the advanced surge protection that today’s digital electronics need, and select models also provide our Monster GreenPower™ features that can help conserve energy and save money on high power bills.”

Digital Life Cable Offer “Future-Ready” Performance

Many of today’s advanced digital electronics devices require massive amounts of data transfer, requiring higher speed digital cables for the best image and audio quality in everything from movies to music, internet downloads, and more. Digital cameras, for instance, take extremely high resolution photos, lossless digital music recorded at high bitrates test the limits of hard drives, and massive HD movies streamed throughout the

-- more --

home puts a strain on Internet connections. Ideally, the cables connecting a home's digital devices together should never cause bottlenecks that can hinder overall system performance. To meet this challenge, only Monster offers the high performance, speed rated cables that are up to the tasks required of today's high definition, high speed, wired home.

Digital Life Cables...

Monster's initial offering in its Digital Life cable lineup include:

- Monster Cable® High Performance DVI Monitor Cable - High Speed 4 ft. to 16 ft. \$59.95 to \$99.95
- Monster Cable High Performance DisplayPort Cables - Advanced High Speed 4 ft. to 16 ft. \$89.95 to \$159.95
- Monster Cable High Performance Cables for HDMI™ - High Speed 4 ft. and 8 ft. \$79.95 and \$99.95
- Monster Cable High Performance Cables for HDMI - Advanced High Speed 4 ft. to 16 ft. \$99.95 to \$149.95
- Monster Cable High Performance Network Cables - Advanced High Speed 3 ft. to 25 ft. \$19.95 to \$49.95
- Monster Cable High Performance USB - High Speed 3 ft. to 12 ft. \$24.95 to \$39.95
- Monster Cable High Performance USB - Advanced High Speed 3 ft. to 12 ft. \$29.95 to \$49.95
- Monster Cable High Performance USB Extension - Advanced High Speed 7 ft. \$39.95
- Monster Cable High Performance Mini USB - High Speed .5 ft. to 3 ft. \$34.95 to \$29.95
- Monster Cable High Performance Micro USB - High Speed 1.5 ft. \$19.95

Help Save Money and the Environment with Monster GreenPower

Besides the initial cost of today's often expensive consumer electronics and computer devices, powering them all can drive up energy bills into the stratosphere. Many people are also conscious of their "carbon footprint" and want to minimize any potential damage their power use might cause the environment. Energy waste is therefore a major concern for many people. Notably, the U.S Department of Energy states that stand-by power waste alone can account for up to 20% of a home's electrical use. To help consumers minimize this energy drain, Monster introduced three new Digital Life PowerCenters™ featuring Monster GreenPower™ automatic energy savings, including the **MDP 900** (\$129.95), **MDP 800** (\$99.95), and **MDP 650** (\$69.95).

Each of these Digital Life PowerCenters is also designed to offer protection against surges and spikes with Dual Mode Plus™ auto disconnect surge protection. In addition, the MDP 900 and MDP 800 also feature PC Clean Power® to filter electrical noise and interference for optimal data transfer and protection against data loss and corruption.

Monster's MDP 900, MDP 800, and MPD 650 Digital Life PowerCenters were developed for computer use, and work automatically to eliminate energy waste in connected PC systems. Once a computer is plugged into the device's GreenPower Control outlet, users then plug additional connected PC peripherals (printer, monitor,

scanner, loudspeakers, etc.) into separate specially marked Monster GreenPower outlets. When the computer is turned off, power to the other GreenPower outlets is automatically shut down, eliminating energy waste. When the PC is turned back on, the GreenPower outlets automatically power the peripherals up again.

Monster's PowerCenters with GreenPower are just the first in a planned family of energy-saving products that the company plans to help people fight the high cost of energy and help the environment.

For those customers looking strictly for surge protection for their systems, Monster also offers the **MDP 500** (\$39.95) with a Joule Rating of 1080, the **MDP 600** (\$49.95) with 1440 Joules and **MDP 700** (\$79.97) with superior surge protection at 2160 Joules.

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ABOUT MONSTER

Monster, under its Monster Cable® brand, is the world's leading manufacturer of connectivity solutions for high-performance audio, video, computer, mobile audio, iPod, iPhone and MP3 as well as console and computer gaming, professional audio and sound reinforcement. The company also offers a variety of innovative accessory products designed to enhance the enjoyment of portable electronics devices. Monster, under its Monster Power® brand, is also the leading manufacturer of high performance power line conditioning and protection products for audio/video systems.

Explore the world of Monster at www.MonsterCable.com.

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