



For Immediate Release

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## **Monster to Bring “HP Monster” Products to Market: New Cable and Power Products “Connect Everything to Everything”**

*-- From PCs to DVDs, TVs, Portable Music and More, Co-branded “HP Monster” Products Provide Reliable Connections, Plus Advanced Power Protection for Today’s Digital Lifestyle --*

**LAS VEGAS, NV, January 7, 2009**—Monster, the world’s leading manufacturer of high-performance cables and AC power conditioning and surge protection products, is proud to introduce the “HP Monster” line of products at CES 2009. The new co-branded products provide a host of advanced connectivity and power protection solutions that allow users to “connect everything to everything.”

### **Bringing It All Together...With Reliability, Convenience and Power**

Noel Lee, The Head Monster, noted: “Today’s advanced digital electronics devices are all designed to work together, and to communicate with each other. Home networks aren’t just about computers anymore – they’re about creating a totally interconnected ‘digital lifestyle,’ that brings together home theater, portable electronics, computers and peripherals, as well as Internet connectivity. HP Monster cables are designed to connect everything to everything, providing users with easy, reliable connections that are capable of meeting or outperforming the highest industry speeds and specifications. In addition, our HP Monster power products offer the advanced surge protection that today’s digital electronics need, and Monster GreenPower™ in select models also helps people conserve energy and save money on costly power bills.”

### **Future-Ready Digital Life Cables Deliver the “Speed You Need”**

With their massive data transfer requirements, today’s advanced digital electronics devices require higher speed digital cables to optimize picture quality and audio performance for everything from movies to music to internet downloads. It’s crucial that the cables connecting a home’s digital devices together don’t cause bottlenecks that can

*-- more --*

hinder overall system performance. To meet this challenge, HP Monster products offer the high-performance, speed-rated cables that can meet the demands of today's high-definition, high-speed, wired home.

### **HP Monster Cables...**

The cable categories include the following:

- DisplayPort Monitor Cables
- Advanced Cables for HDMI
- Ethernet Cables
- USB Cables
- FireWire Cables
- DVI Monitor Cables

### **Monster GreenPower™: Helping Save Power, Money – and the Environment!**

In addition to the large initial investment of purchasing advanced digital home entertainment and computer equipment, the cost of powering it all can put a significant dent in a consumer's budget. In addition, many people are concerned about their "carbon footprint" and the potential damage caused to the environment from their power use. One of the biggest drains to consumer budgets and cause for environmental concern is all the power wasted from components that are left on "standby" mode. Even the U.S. Department of Energy states that stand-by power waste can account for up to 20% of a home's electrical use.

To battle this "vampire load" waste, one of the HP Monster PowerCenters™ features Monster GreenPower™ for automatic energy savings, giving users an easy way to reduce unnecessary energy waste and save money. This PowerCenter is also engineered to protect against surges and spikes with Dual Mode Plus™ auto disconnect surge protection, and PC Clean Power® to filter electrical noise and interference for reliable data transfer and protection against data loss and corruption.

### **How GreenPower Helps Slay Energy-Wasting "Vampire Loads"**

GreenPower works automatically to eliminate energy waste in connected PC systems. Users simply plug their computer into the GreenPower Control outlet, then plug their additional connected PC peripherals (printer, monitor, scanner, loudspeakers, etc.) into the specially marked Monster GreenPower outlets. When the computer is turned off or goes to sleep, power to the other GreenPower outlets is automatically cut off, eliminating the energy wasted by peripherals, such as the scanner and monitor, when they're not in use. When the computer turns back on, the GreenPower outlets automatically power the peripherals up again.

### **HP Monster PowerCenters with Surge Protection**

For those customers looking strictly for surge protection for their systems, HP Monster also offers a surge protector with a high joule rating for protection.

**ABOUT MONSTER**

Monster is celebrating its 30th anniversary in 2009. 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. 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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