



For Immediate Release

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**The Future Has Arrived, Simplay Labs Adds Hyper Speed To Speed Ratings For HDMI™  
And Monster Leads The Way With M2000 Hyper-Speed™ Cable,  
The World's Highest Speed Cable**

*-- Simplay Offers 6 Ratings for Speed Rated Cables and Monster has Them All --*

**LAS VEGAS, January 7, 2009** – Monster, the world's leading manufacturer of high-end cables, accessories, and power conditioning products, is proud to announce the introduction of a landmark new product at CES 2009, **M Series™ M2000 Hyper-Speed™ Cables** for HDMI™.

“Monster is very proud to bring the world's highest speed HDMI cable to the marketplace,” said Noel Lee, the Head Monster. “The future has arrived with the latest generation of home theater products. The color, clarity and 3-3D capability from the newest high-end video displays and Blu-ray players as well as the crispness of lossless audio are truly amazing. The problem then becomes moving these huge amounts of data between components at speeds high enough to get ultimate performance. People who purchase these products are paying for the best and deserve the highest quality audio and video possible. To get that performance, they need the highest speed HDMI cables providing ultimate bandwidth for digital high definition video and lossless multi-channel audio. **M Series M2000 Hyper-Speed cable** is the fastest and highest performance cable on the market.”

M2000 is Simplay verified and far exceeds the Simplay data throughput requirements. M2000 is also Imaging Science Foundation (ISF) certified and engineered for ISF calibration capable of speeds greater than 21 Gbps for displays with up to 480Hz refresh rates and 16-bit color depth sources. M2000 features proprietary dielectrics and conductor metallurgy designed to maximize the propagation of HDMI signals. The result is the highest-definition picture with the deepest color palette and no picture artifacts. **M Series M2000 Hyper-Speed Cable for HDMI** delivers

*-- more --*

the bandwidth and high performance for today and tomorrow's most advanced high-definition audio/video technologies. M2000 retails for \$200-\$1,800 depending on cable length.

### **Monster's *Cable for Life* Replacement Offer**

Monster's advanced Hyper Speed cable for HDMI is designed to bring out the best of today's high-definition home entertainment devices, as well as those of tomorrow. To back up this promise, Monster's M2000 cable like the 1000 level cable in all line will carry Monster's *Cable for Life* replacement offer, so if the cable is ever outstripped by the technologies of the displays or sources, Monster will replace the cable at no charge.

### **The Need For Speed Continues with Six Different Speed Rated Levels of HDMI Performance of Cables and Components**

There are 6 different levels of Speed Rated cables verified by Simplay Labs: Standard Speed, High Speed, Advanced High Speed, Ultra High Speed, Ultimate High Speed and the new Hyper Speed.

Hyper Speed is the highest performance cable and features advanced new technologies that maintain its incredible performance, even over long lengths. To future-proof a system, there is nothing faster or better available.

Ultimate High Speed is ready to deliver not just everything available today, but all the amazing technologies that are right around the corner.

Advanced High Speed cables are for those who want excellent performance from today's technologies, such as advanced color and lossless audio.

High Speed cables deliver better performance for today's high definition picture and sound at a price everyone can afford.

Standard Speed cables offer entry level high definition connection for HDTV buyers on a budget.

All Monster Speed Rated Cables for HDMI are clearly identified with the Monster Speed Medallion System clearly displayed on the package.

With Monsters Speed Rated Cable and Monster Basic which is not speed rated, Monster offers widest range of price points available.

Monster's Speed Rated Medallions

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**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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