



For Immediate Release

Contact:

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

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

Monster to Present Hero Awards and Special Charitable Donations to Real Life Heros During Retailer Awards and Concert at CES 2009

-- Company Will Provide 4 Segways to Segs4Vets, as Well as \$5,000 to The Elf Foundation; Presentations Will Be Made During Monster Retailer Awards and Concert --

Las Vegas, NV, January 8, 2008 – Monster, a leading manufacturer of advanced consumer electronics accessories, today announced that it will make two special charitable presentations during the **Monster Retailer Awards and Concert**, featuring Diana Ross, which will take place on Friday, January 9, 2009 at the Paris Hotel during CES 2009. During the concert event, Noel Lee, The Head Monster, will personally donate four segways to Segs4Vets, a charity that benefits disable U.S. veterans, More than 30,000 of our military members have been wounded in Iraq and Afghanistan losing limbs to amputation, or sustaining traumatic burn injuries, or soft tissue and neurological damage which severely limits the ability to walk. Monster will also give a \$5,000 check to The Elf Foundation, which creates entertainment centers in children’s hospitals, shelters for abused children and other children’s centers throughout North America. Concertgoers will also be encouraged to donate to both these worthy charities. Both charities will also be awarded the Monster Hero Awards for 2009.

Noted Mr. Lee: “Monster is proud to be able to present these awards and assist these two very deserving charities, both of which we have been honored to help support in the past. As a family owned company with longtime roots in our own community, it has always been important for us to give something back to the communities in which we do business throughout the country. We also understand that during these difficult economic times it is harder than ever for charities and non-profits to raise money, so it’s a real privilege for us to be able to help in our small way.”

-- more --

About The Elf Foundation

The Elf Foundation was founded in July of 2001, with the express mission of creating private entertainment theaters – ‘Rooms of Magic’ - for children’s hospitals, shelters for abused children, autism centers, and children’s rehabilitation centers throughout North America. Operating as a 501 (c) 3 non-profit organization, the foundation acts as a catalyst within the consumer electronics industry and in local communities to advance their mission of bringing the magic of music and film to special kids in a time of need. To date, the Elf Foundation has opened 70 ‘Room of Magic’ theaters.

The Elf Foundation has opened 70 Room of Magic entertainment theaters since 2001, with over \$3,000,000 in charitable giving. A 501 (c) (3) non-profit, 94 cents of each dollar expended goes directly to the foundation’s fundamental mission of bringing the magic of music and film to sick children across the country.

For more information please visit www.Elfsystems.org.

About Segs4Vets

Segs4Vets awards segways to men and women of the United States military whose service in Operations Iraqi Freedom and Enduring Freedom resulted in permanent disability and difficulty walking. Certified as one of America’s best charities, the Segs4Vets program is administered by an all-volunteer organization representing grateful Americans who share the commitment that we, as citizens, have a responsibility that when those who have served our nation suffer serious injury return to us permanently disabled, that they have every tool available to them to allow them to fulfill their dreams and to live the highest quality of life possible. For more information please visit www.Segs4Vets.org.

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.

###