



PRESS RELEASE

For Immediate Attention



Booth 137 hall 3.2

BEATS™ BY DR. DRE™ HEADPHONE FAMILY FROM MONSTER OFFERS SPECIAL EDITION BEATS™ SOLO™ HD (PRODUCT) RED HIGH DEFINITION ON-EAR HEADPHONES WITH CONTROLTALK™

-- Portion of Profits from Beats™ Solo™ HD (PRODUCT) RED High Definition On-Ear Headphones Will Go Directly to the Global Fund to Fight AIDS, Tuberculosis and Malaria --

BERLIN, September 3, 2010 – Monster, the leader in audio/video accessories, and Beats by Dr. Dre, co-founded by legendary artist and producer Dr. Dre and Interscope Geffen A&M Chairman Jimmy Iovine, have launched a revolutionary new addition to their popular headphone family – **(PRODUCT) RED™ Beats Solo High Definition On-Ear Headphones**.

The stylish red collared version of Monster's Beats by Dr. Dre Solo high-definition headphones feature the same advanced acoustical technologies that have defined the Beats experience, and reflect the continuing goal of the Beats development team – to finally allow users to hear music the way the artists created it to be heard, with all the dynamics and power intended. Jimmy Iovine, Dr. Dre and Head Monster Noel Lee worked closely together to tune and refine the Beats by Dr. Dre "big speaker" headphone sound, ensuring that great sound and style is reflected in every model in the Beats family.

About (Product) RED

(PRODUCT) RED was created by U2 lead singer, **Bono** and Bobby Shriver to engage business in the fight against AIDS in Africa by getting the world's most iconic companies to make uniquely branded products. A portion of the profits from all **(PRODUCT) RED** products goes directly to the Global Fund to Fight AIDS, Tuberculosis and Malaria a program for women and children affected by HIV/AIDS in Africa.

Monster ControlTalk for iPod® Playback Control and More

To provide users with the ultimate in convenience and performance when used with today's portable music devices, the **Beats Solo HD (PRODUCT) RED High Definition On-Ear Headphones** will feature "ControlTalk*," an advanced on-cable feature that provides users with full control of their listening experience when using their iPhone™ or iPod® for music playback control, as well as to take hands-free calls with iPhone and many smartphones. The Monster ControlTalk™ headphone cable features an integrated high grade microphone and answer button that allows users to access their music and answer phone calls without having to hold their phone. The ControlTalk feature will soon be available on all Monster brand headphones.

** The ControlTalk remote and mic are supported by iPod nano (4th generation), iPod classic (120GB), iPod touch (2nd generation), and iPhone 3GS and newer, but not all, Blackberry® models. The remote is supported by iPod shuffle (3rd generation). Audio is supported by all iPod models. Requires software version 1.0.3 for iPod nano (4th generation), 2.0.1 for iPod classic (120GB), and 2.2 or later for iPod touch (2nd generation). Support for Blackberry varies by model. Subject to change.*

***For suggested retail prices please contact your local distributor.**

Release ends/no embargo

About Monster

Monster 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 brand headphones, 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

Explore the world of Monster Power® at www.MonsterPower.com

About Beats Electronics LLC

Established in 2006, Beats Electronics is the brainchild of legendary artist and producer Dr. Dre and Jimmy Iovine, Chairman of Interscope Geffen A&M Records, who set out to develop a new type of headphone with the capability to reproduce the full spectrum of sound that musical artists and producers hear in professional recording studios. In January of 2008, Dre and Iovine announced a partnership with audio innovator Monster Cable to engineer "Beats by Dr. Dre," the most advanced headphones ever developed that are sold exclusively at Apple and Best Buy. Today, Beats Electronics continues to work with Monster to improve the quality of the portable audio experience and expand the Dr. Dre family of headphones to include in-ear speakers and artist branded products. For more information, please visit <http://beatsbydre.com/>

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