



PRESS RELEASE

For Immediate Attention



**MONSTER OFFERS THE WIDEST RANGE
OF HDMI CABLES FOR CUSTOMERS TO CHOOSE FROM
INCLUDING THREE HIGH PERFORMANCE LEVELS ABOVE THE STANDARD,
NOW SPEED VERIFIED BY SIMPLAY™ LABS**

*-- Now Monster's HDMI Cables Offer the Widest Selection of Performance, at the
Widest Range of Prices (\$39.95 - \$499.95), So You Have the Widest Selection of
HDMI Cables to Choose from, for Now and into the Future --*

Berlin, September 3, 2010 – Monster, the world's leading manufacturer of HDMI cables, AV accessories, and power conditioning products, is proud to announce that Simplay™ Labs has speed verified the data rates of Monster's Speed Rated HDMI Cables. Monster's "Core" line of HDMI cables spans 4 performance levels including 10.2 Gbps (the current HDMI specification maximum) Monster High-Speed and three high performance levels at 14.3 Gbps Monster Advanced High Speed, 15.8 Gbps Monster Ultra High Speed and 17.8 Gbps Monster Ultimate High Speed.

Noel Lee, the Head Monster, noted: "Simplay speed verification for our speed-rated HDMI cables is yet another indication of Monster's leading edge technological prowess and our commitment to providing our customers with unmatched connectivity solutions, now and in the future. The current HDMI specification recognizes 3D technology, wider color palettes and higher pixel density 4K displays, all advancements that will greatly impact data rate and cable bandwidth requirements. Today's new Monster HDMI cables have the bandwidth to deliver the capabilities of these new technologies simultaneously. So when future components demand an even larger 'data pipe' they will be ready if they have a Monster HDMI cable. It's not a matter of if there will be higher data rates, but when. To meet higher bandwidth needs, Monster has increased the performance of our speed-rated HDMI cables, removing the fear of obsolescence."

New Cable Verification Regimen

The collaboration of Monster with Simplay Labs for speed verification of cables is breaking new ground. "The performance and data rates which Monster is achieving with its cables are unprecedented and truly impressive," commented Joseph Lias, president of Simplay Labs. "We have tested and verified Monster's HDMI Cables confirming that they deliver the rated bandwidth."

Monster's increased-performance HDMI cables ensure their customers that their cables will deliver maximum picture and sound quality when used with any of today's advanced high definition home entertainment components.

Monster is Ensuring Current and Future HDMI Performance

In addition to Simplay Speed verification, to provide the ultimate in consumer confidence, all Monster Cables for HDMI at the 1000 level and higher carry the company's "Cable for Life" performance guarantee. Cable for Life ensures that if the components customers purchase in the future ever surpass the bandwidth capabilities of the cables Monster will upgrade their cable.

The Widest Range Of Products To Choose From

Monster offers the World's widest and most comprehensive selection of HDMI cables for consumers to choose from with the widest range of prices and performance from its non-speed-rated Monster Basic™ for HDMI™ to its Ultimate High Speed rated products. All of Monster's latest HDMI cables meet or exceed the latest HDMI specification and deliver all functionality such as Audio Return Channel (ARC) and HDMI Ethernet Channel (HEC).

Here is a listing, with suggested retail prices, of the company's HDMI cables:

- Monster Basic for HDMI, MSRP: \$39.95 - \$69.95 (1m - 4m)
- 500HD 10.2 Gbps Monster, High Speed HDMI Cables, MSRP: \$59.95 - \$139.95 (1m - 6m)
- 700HD 14.3 Gbps Monster Advanced • High Speed HDMI Cables, MSRP: \$69.95 - \$279.95 (0.5m - 50 ft)
- 800HD 15.8 Gbps Monster Ultra • High Speed HDMI Cables, MSRP: \$89.95 - \$199.95 (1m - 6m)
- 1000HD 17.8 Gbps Monster Ultimate • High Speed HDMI Cables, MSRP: \$99.95 - \$499.95 (0.5m - 75 ft)

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 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

PRESS CONTACTS

In Germany: onechocolate communications

Tel: +49 (0) 89 517 39 484

E-Mail: monster@onechocolatecomms.de

In France: onechocolate communications

Tel: +33 (0)1 41 31 75 16

E-Mail: monster@onechocolatecomms.fr

In the UK and Éire: Andy Giles Associates

E-Mail: andy@andygilesassociates.co.uk