



## **PRESS RELEASE**

### **For Immediate Attention**



**Booth 137 hall 3.2**

## **MONSTER'S BROAD NEW RANGE OF HEADPHONE ACCESSORIES ENHANCE AND EXPAND TODAY'S ON-THE-GO LISTENING EXPERIENCE**

**-- New Monster Headphone Accessories Kits Include SuperHooks for Active Users, Stylish and Useful New Magnetic Pouches, ControlTalk™ Universal, SuperTips™ and More --**

**BERLIN, September 3, 2010** – Monster, leader in manufacturing and design of high performance headphones, is bringing on-the-go music lovers a new level of audio performance, convenience and comfort with a broad new line-up of headphone accessories. The company's new accessories, featuring innovative solutions for enhancing user flexibility, include SuperHooks to ensure a "no-slip fit" for active in-ear headphone users, specially designed headphone carrying cases, ControlTalk™ cables for hands-free calling and more, plus the company's acclaimed new SuperTip™ eartips for dramatically enhanced audio quality.

### **SuperHook Kit: Total Comfort and "No-Slip Fit" for Monster In-Ear Headphones**

Monster SuperHooks, available in the **Monster SuperHook Kit**, are the ideal solution for active music lovers who want to listen to in-ear headphones while at the gym, running or other physical activities. Colour-matched for specific Monster headphones, SuperHooks attach easily and securely to the in-ear headphone. They are engineered using memory wire surrounded by a specially designed material that allows for custom fit and total wearer comfort over long periods. Users enjoy a wider range of adjustment options and greater ease-of-use with SuperHooks than with any similar type product on the market. SuperHooks are especially effective when used in conjunction with the composite foam version of Monster SuperTips, offering a super snug fit and high-quality on-the-go audio experience.

**Headphone Pouch Kit: Compact, Secure Storage for Headphones, Extra Tips ...and**

## More!

The **Monster Headphone Pouch Kit** features two stylish and useful storage pouches. The larger Monster Magnetic Pouch is a wider, in-ear headphone storage and carry solution capable of holding IDs, credit cards, a small portable media player, plus in-ear headphones and spare tips. It even features a special pocket on the back that can hold several business or credit cards! The kit also includes a smaller Spring Clasp Pouch, a super-compact and secure storage solution for in-ear headphones and spare tips.

### **Benefits of Monster ControlTalk™ and ControlTalk™ Universal**

Monster ControlTalk\* is an innovative control system that gives users music and movie playback control of their Apple® iPad™, iPhone™ and other music-enabled phones as well as take hands-free calls. It features an integrated high-grade microphone and answer button and allows users to access their music and answer phone calls without having to reach into their pocketbook, backpack or pocket. Previously only available with select Monster and Beats™ by Dr. Dre™ headphones, the feature is now being made available in a standalone **Monster High Performance Headphone Cable with ControlTalk™ Kit**.

For users who simply want hands-free answering of calls on their music phones, Monster is also making available a **Monster High Performance Headphone Cable with ControlTalk™ Universal Kit**. This kit features a single button on-cable control with high-grade microphone that lets users take incoming calls on virtually all music phones\*\*, thanks to the inclusion of 3.5 mm and 2.5 mm headphone ports. Notably, the on-cable ControlTalk microphone with both kits can be combined with a convenient online “chat adapter” in the **Monster Headphone Online Chat Adapter Kit** which features two types of adapters for a broad range of compatibility options, including a USB audio adapter and VOIP adapter, allowing consumers to use their headphones with VOIP Programs and more.

Additionally, Monster is offering a **Headphone Extension Cable Kit**, featuring a generous 10” extension cable that provides extra range for additional listening flexibility, with a short-coil section to keep the overall weight down and reduce the chance of tangling.

### **“SuperTip™” Eartips Now Available as Standalone Purchase**

Monster has also announced that its critically acclaimed **SuperTip™** eartips will now be available as a standalone purchase, making dramatically improved portable sound available to all in-ear headphone users. The unique sound-isolating listening solution was first introduced with the company’s acclaimed Turbine Pro™ In-Ear Speakers™. Monster SuperTip eartips will be available in July 2010, both in the original composite gel version and newly designed composite foam material version that provides a total “no-slip fit” that’s ideal for vigorous on-the-go use such as jogging or other activities. Users enjoy astoundingly clean, tight audio response and great-sounding music that can be listened to without fatigue for hours on end.

*\* 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.*

*\*\* ControlTalk Universal Phone Compatibility Requirements: MicroSD Card Slot and a 2.5/3.5 mm Headphone Port Mobile Jamz works with: Samsung, Motorola, BlackBerry®, LG®, Palm®, Sanyo® and others. For a Complete List Please Visit [www.MonsterCable.com/mp3/ctuniversalworks.asp](http://www.MonsterCable.com/mp3/ctuniversalworks.asp).*

**\*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 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](http://www.monstercable.com)

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