



## **PRESS RELEASE**

### **For Immediate Attention**



**Booth 137 hall 3.2**

## **MONSTER “MILES DAVIS TRIBUTE™” HEADPHONES CAPTURE THE ESSENCE OF THE LEGENDARY MUSICIAN’S STYLE AND SOUND**

**-- Created in Conjunction with Miles Davis Properties, LLC, New  
Headphones Feature Sleek Styling Designed to Capture the Essence of  
the Man and His Music; Engineered to the Most Demanding Sonic  
Specifications --**

**BERLIN, September 3, 2010** – Monster, renowned for its many advanced consumer electronics accessories and fast becoming one of the world’s leading manufacturers of high-performance headphones, is proud to announce the availability of the world’s first audio hardware product to bear the official name and signature of universally renowned music icon Miles Davis – the new “**Miles Davis Tribute™**” high-performance in-ear headphones.

Created in conjunction with Miles Davis Properties, LLC, the new headphones are being offered in an individually numbered limited edition. Adding value to this limited edition release, purchasers of the Miles Davis Tribute headphones will also be able to enjoy free of charge the official “Kind of Blue: 50th Anniversary Collector's Edition” boxed set of the artist’s seminal album “Kind of Blue.” The set includes: 2 CDs, a collectible blue vinyl LP, an 81-minute “Celebrating the Masterpiece” DVD which includes rare excerpts, interviews and performances, a 57-page hard cover book with historic photos and Grammy-winning liner notes by Francis Davis and a collectible black and white poster of Miles in the studio. Notably, the U.S. House of Representatives voted last month to honour the landmark album's contribution to the genre with a resolution to recognize its 50th anniversary. The resolution on “Kind of Blue” passed with a 409-0 vote.

Miles Davis Tribute headphones feature a striking gold/brass finish based on the actual trumpet played by the artist, featuring a Miles Davis silhouette and gold-etched signature on the earpiece. The headphones are complemented by an attractive “kind of

blue" cord and uniquely designed "musical instrument" carry case. Designed in every way to capture the essence of the renowned musician's style, the Miles Davis Tribute headphones are tuned to reproduce the subtle nuances of music, with advanced sonic technologies engineered to deliver reference-quality audio.

### **Unique One-Time Limited Lifetime Replacement Guarantee**

Notably, Miles Davis Tribute headphones come with the industry's most unique guarantee. In addition to the warranty on manufacturer defects, Monster is offering a one-time Limited Lifetime Replacement Guarantee with Miles Davis Tribute headphones – even if users accidentally break the headphones themselves, Monster will replace them once for no charge!

Head Monster Noel Lee noted: "We're all music lovers and critical audiophiles here at Monster, and our goal with these Miles Davis Tribute headphones was to literally elevate the personal music listening experience with a product capable of reproducing the many subtle shadings and dynamics of all types of music, including the unmistakable Miles sound, with a style and design that is the 'essence of cool.' Through the use of proprietary new materials, a new advanced driver design and other engineering improvements, our Miles Davis headphones deliver on this promise with a richness of unprecedented audio detail and sonic virtuosity."

### **Monsterous® Extras Included with Miles Davis Tribute Headphones**

Purchasers of Monster Miles Davis Tribute headphones will enjoy a variety of extras that will significantly enhance the personal listening experience. Most notably, the specially crafted "instrument case" for the Miles Davis Tribute headphones features a plush blue velvet inlay with a gold-printed signature. In addition, Monster provides multiple sizes of its new high performance "SuperTip™" eartips that offer superior noise isolation, while improving the overall performance by preventing sound leakage. The key to the effectiveness of SuperTip eartips is a patent-pending engineered material that provides a secure custom seal to help eliminate unwanted noise. The end result is astoundingly clean, tight audio response and great-sounding music that can be listened to without fatigue for hours and hours.

Finally, Monster's innovative cable management system features a convenient designed on-cable slider and clip that keeps weight off the headphones so they stay snug in the user's ears. The debut of Monster Miles Davis Tribute headphones is part of the company's ongoing commitment to improve the quality of the portable audio experience.

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

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