



PRESS RELEASE

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Booth 137 hall 3.2

MONSTER AND DISNEY DEVELOPING A PREMIUM LINE OF CONSUMER ELECTRONICS PRODUCTS INCLUDING TRON: LEGACY-INSPIRED HEADPHONES

*-- Monster Engineers Are Working with Disney Designers to Create Unique Line of
Products Including Ultimate Game and Cinema Headphones --*

Berlin September 3, 2010 – Monster, leader in manufacturing and design of high-performance headphones and A/V Accessories, announced today that they are collaborating with Disney Consumer Products to create a unique line of premium electronics products. Among the initial offerings to be introduced this year will be a gaming and music headphone line inspired by the upcoming Walt Disney Pictures film “TRON: Legacy” which opens in U.S. theaters December 17, 2010 in Disney Digital 3D™ starring Academy Award® winner Jeff Bridges. Monster design engineers are working closely with Disney Consumer Products to create the new TRON EDITION product line which will capture the design aesthetic of the world of TRON, and will feature powerful full-frequency 7.1-channel surround sound capabilities designed specifically for the ultimate surround sound gaming and home cinema experience. In addition, a line of limited-edition products is in development for later this year.

Continuing and extending its legacy of technological innovation, Monster has become a leading manufacturer of advanced headphones over the past several years. As part of its relationship with Disney Consumer Products, the company will leverage its existing leading-edge sonic technologies, as well as incorporate new innovations into the TRON line.

Head Monster Noel Lee noted: “In today’s entertainment world, movies and games have come together like never before, and films like *TRON: Legacy*, with full 3D-capabilities, are leading the way in this exciting new category. To deliver the full power of both the gaming and the cinema experience, you need a headphone that delivers on all the power and potential of the surround sound effect – and this is what people can expect from our new TRON headphones. We are delighted to be working with Disney to bring to market this new line of TRON: Legacy inspired products that will reflect the best attributes of both our

companies and give consumers unique, fun and useful solutions for enjoying some of today's most advanced consumer electronics technologies."

"*TRON: Legacy* is a cutting-edge film with a unique futuristic feel, and we wanted to create products with new technology and high-end design that live up to what you will see on screen," said Chris Heatherly, vice president of toys and electronics, Disney Consumer Products. "This is not a typical movie line. We're working exclusively with trailblazers, like Monster, who normally do not do movie merchandise, but they believed so passionately in *TRON* that they jumped at the chance to help us make great products."

About *TRON: Legacy*

TRON: Legacy is a 3D high-tech adventure set in a digital world that's unlike anything ever captured on the big screen. Sam Flynn (Garrett Hedlund), a rebellious 27-year-old, is haunted by the mysterious disappearance of his father Kevin Flynn (Oscar®- and Golden Globe®-winner Jeff Bridges), a man once known as the world's leading video-game developer. When Sam investigates a strange signal sent from the old Flynn's Arcade—a signal that could only come from his father—he finds himself pulled into a digital world where Kevin has been trapped for 20 years. With the help of the fearless warrior Quorra (Olivia Wilde), father and son embark on a life-or-death journey across a visually-stunning cyber universe—a universe created by Kevin himself that has become far more advanced with never-before-imagined vehicles, weapons, landscapes and a ruthless villain who will stop at nothing to prevent their escape. Presented in Disney Digital 3D™ and scored by Grammy Award®-winning electronic music duo Daft Punk, *TRON: Legacy* hits U.S. theaters on Dec. 17, 2010 in Disney Digital 3D™ and IMAX® 3D.

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

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