



## **PRESS RELEASE**

### **For Immediate Attention**



**Booth 137 hall 3.2**

## **MONSTER DEBUTS “BUTTERFLY™” IN-EAR HEADPHONES, CREATED IN CONJUNCTION WITH WORLD-RENOWNED DESIGNER VIVIENNE TAM**

**-- Gold-Brushed, Colourful Butterfly-Themed Headphones Provide  
Great Sound, with Total Wearer Comfort and Sheer Elegance --**

**BERLIN, September 3, 2010** – Monster, a long-time leader in advanced consumer electronics accessories and fast becoming one of the world’s leading manufacturers of premium headphones, is proud to introduce its new “**Butterfly™**” high-performance in-ear headphones, created in conjunction with world-renowned fashion designer Vivienne Tam. The new patent-pending Butterfly headphones echo the “Butterfly Lovers” theme of Ms. Tam’s acclaimed Spring 2010 fashion collection, featuring an elegantly curved design, light gold-brushed finish and colourful butterfly images on the earpieces. They provide style-conscious consumers with an unprecedented opportunity to enjoy great sounding music while expressing their personal taste in a way that is unmistakably the work of the renowned Chinese-born designer.

Noted Ms. Tam: “Fashion and music together give you a different journey, different world and experiences of life. Music gives my designs movement and rhythm. I dance with my designs. Double Happiness.”

Head Monster Noel Lee noted: “Monster’s goal is to enhance the entire music listening experience with a higher quality of music reproduction than has ever been achieved in an in-ear headphone. With ‘Butterfly,’ we’re enhancing the experience even further by combining high fidelity with high fashion. Vivienne Tam’s elegant new “Butterfly Lovers” collection is clearly inspired by music, which makes this headphone project a perfect fit.”

In addition to their elegant Butterfly themed cosmetic, Monster's Butterfly in-ear headphones are designed for total wearer comfort and tuned to reproduce the subtle nuances of music. They come with a beautifully designed carry case that reflects the elegant Butterfly theme and aesthetic design of the product. 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 Vivienne Tam 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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