



## **PRESS RELEASE**

### **For Immediate Attention**



**Booth 137 hall 3.2**

## **MONSTER FLATSCREEN SUPERTHIN™ CABLES FOR HDMI™ ARE THE IDEAL SOLUTION FOR ELEGANT TV INSTALLATIONS**

**-- SuperThin™ Cables for HDMI™ Are 55% Thinner Than Conventional FlatScreen TV Cables for Neat, Virtually Invisible Connections --**

**BERLIN, September 3, 2010** – Monster, the world’s leading manufacturer of audio/video accessories, is providing owners of flatscreen TVs with a solution to the problem of unsightly “cable clutter” with its new **FlatScreen SuperThin™ Cables for HDMI™**. Now available at retail, Monster **SuperThin™ Cables for HDMI™** are 55% thinner than conventional cables, making it easy for consumers to simplify their flatscreen TV connections and create neat, virtually invisible connections for their home cinema systems. Importantly, Monster SuperThin Cables for HDMI fully support the HDMI 1.4 standard for high-definition audio and video, allowing consumers to enjoy the maximum performance capabilities of their flatscreen HDTV sets.

### **Super Thin TVs Need SuperThin™ Cables for Neat, Clean Installations**

The breakthrough SuperThin cable design is ideal for aesthetically designed home cinema systems featuring super slim flat-panel TVs, allowing consumers to easily hide their cables from plain view. Ultra-flexible, they bend at near right angles allowing TVs to mount close to the wall, as well as simplifying connections in very tight spaces. Furthermore, the cables feature a paintable jacket for even greater elegance, and “stubby” connectors for seamless integration in home cinema installations.

Head Monster Noel Lee noted: “Because they are so much smaller and lighter, our SuperThin Cables match the sleek appearance of the consumer electronics products they connect. Many people have been looking for a way to create totally clean-looking, nearly undetectable flatscreen TV installations, with no compromise in HDTV performance, and Monster SuperThin Cables are the solution.”

**\*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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