



## PRESS RELEASE For Immediate Attention



**Booth 137 hall 3.2**

### **MONSTER MAKES CRITICALLY ACCLAIMED SUPERTIP™ EARTIPS AVAILABLE TO ALL IN-EAR HEADPHONE USERS, DRAMATICALLY ENHANCING THE HEADPHONE EXPERIENCE**

*-- Specially Designed Material and Monster Innovations Maximize Sound Quality, Fit and Comfort of Any In-Ear Headphone; 5 Different Sizes of SuperTips™ Available, in Either Composite Gel or Composite Foam Versions --*

**Berlin September 3, 2010** – Monster, leader in manufacturing and design of high performance headphones, today announced that its critically acclaimed **SuperTip™** eartips will now be available as a standalone purchase, making dramatically improved 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, bicycling 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

#### **How SuperTips Improve the Sound of Any Model In-Ear Headphone**

Monster SuperTips greatly enhance the audio experience by creating a critical listening chamber for the ear, while ensuring total comfort. The key to their effectiveness is a specially engineered material that provides a secure seal to help eliminate unwanted noise, combined with the use of constrained layers of materials of varying densities, similar to what is found on a recording studio door. This innovative design helps accurately transfer sound waves in two important ways. Firstly, it keeps low-frequency sound waves where they should be for optimal sound: in the ear tip and ear canal. This is especially important because low-frequency sound penetrates more easily than other frequencies though most solid materials (this is why apartment dwellers usually hear mostly just the pounding subwoofer bass from cars passing outside with loud sound systems!) But thanks to the constrained layers of material in SuperTips, low-frequency

sounds are kept in the ear pipe and ear tip, instead of being leaked out to the air. The result is fuller, clearer, and more impactful bass. The same principle works inversely; while outside noises can still penetrate through conventional silicone eartips and be heard even with a tight-fitting seal, the constrained layers of SuperTips help keep those exterior sound waves out as well.

Monster SuperTips are ideal for use with any in-ear headphone, and to ensure a perfect fit for every user, they are available in five different sizes (giving users a total of 10 different SuperTip choices). With both original composite gel SuperTips and the new composite foam option, in-ear headphone users can choose exactly the right fit and feel they need to dramatically elevate their personal listening, no matter what their lifestyle.

Noel Lee, the Head Monster, noted: “ As anyone who uses in-ear headphones knows, a proper fit is essential for better sound – if any air leaks in, it is literally like punching a hole in a speaker cabinet. Unfortunately, many of the in-ear headphones on the market today simply do not provide a decent seal. That’s where SuperTips come in. As part of our ongoing mission to improve the portable listening experience, Monster engineers conducted in-depth research into countless materials. Because SuperTips provide a super tight noise-isolating seal, the result is a dramatic enhancement in sound quality, capturing every nuance of audio, including the all-important bass frequencies, and keeping all the sound where it belongs – in your ears.”

#### **Available in Either “Starter Kit” or “Replacement Kit”**

Monster SuperTips will be available in two different kits, the Starter Sampler Pack Kit (SRP: \$29.95), geared toward consumers who have not yet tried SuperTips and want to determine the specific style and size that’s best for them, will feature five different sizes of gel SuperTips and five sizes of foam SuperTips. For users who already know which size and style tip they prefer, there is the Replacement Kit (SRP: \$39.95), featuring six pairs of SuperTips in a designated size and style (foam or gel), as well as a handy “Revolver” carry case, plus one additional sample of SuperTips in either gel or foam (the converse of which is the predominant version in their Replacement kit).

#### **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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