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MONSTER WINS SEVEN CEA INNOVATIONS 2008 DESIGN AND ENGINEERING AWARDS

Winning Products Will Be Featured in the Innovations Design and Engineering Showcase at the Sands Expo and Convention Center at January's CES 2008 in Las Vegas

NEW YORK, Nov. 13, 2007 — Monster is proud to announce that it was honored with seven Innovations 2008 Design and Engineering Awards by the Consumer Electronics Association (CEA) at the group's annual awards ceremonies in New York. The winning Monster products, which will be on display during the January 2008 Consumer Electronics Show at the Sands Expo and Convention Center in Las Vegas, include: Monster Cable-It™; IlluminEssence™ Keyless Entry and Lighting System; Monster Advanced 3-Way Switcher for HDMI™; Monster Advanced 1080p Performance Maximizer for HDMI; Monster Power® EPIR 2450 Empowered IR PowerCenter™, Monster iSoniCast™ Wireless Audio Bridge for iPod®; and the Monster iFreePlay™ for iPod shuffle.

The CEA's prestigious Innovations Awards are given annually to products that rate highly in areas such as engineering quality, aesthetics and design, as well as overall function and user value and unique, novel and attractive features.

“Monster's exhaustive research, precision engineering and advanced technologies have consistently resulted in product awards not only at CES but from a wide variety of organizations and publications, year after year,” said The Head Monster, Noel Lee. “It is an honor to be recognized by the CEA and our industry peers, and our seven awards this year are a tribute to Monster's dedication to providing our customers with leading edge products and technologies. We also wish to congratulate all of the other 2008 winners as they, too, help further the advancement of consumer electronics year after year.”

Monster Cable-It

The new Monster Cable-It products are the ideal solution for improving virtually any home theater, home office, or home studio system by letting users wrap up all their cables neatly, quickly, and easily. Available in a variety of colors and sizes, Monster Cable-It products provide an extraordinary value proposition, making it a snap to turn unsightly nests of cables into neat and slim bundles. Best of all, unlike previous cable wrap and cable tie-up devices, Cable-It is incredibly fast and easy to use, taking literally just three seconds to wrap up several feet of cable. To provide a convenient grip and advanced ergonomics, Monster custom-engineered the EZ Cable Zipper tool that automatically

wraps Cable-It around the cables, so little effort is required. Cable-It wraps are reusable as well, and can be easily cut to custom lengths with a pair of scissors. Additional specifications include:

Cable-It Large holds 8-12 cables: 8ft MSRP is \$29.95; 16ft MSRP is \$39.95; and 50ft MSRP is \$79.95

Cable-It Medium holds 5-8 cables: 8ft MSRP is \$19.95; 16ft MSRP is \$24.95; 50ft MSRP is \$69.95

Cable-It Small holds 3-5 cables: 8ft MSRP is \$16.95; 16ft MSRP is \$19.95; 50ft MSRP is \$59.95

IlluminEssence Keyless Entry and Lighting System

The Monster IlluminEssence Keyless Entry and Lighting System advances the state-of-the-art in home entry and safety at a very affordable price. Home owners can now pull into their driveway, press a single key fob remote, and have their garage door open while simultaneously turning on outdoor lights as well as interior hallway and living room lights! Once inside, the garage door closes and outdoor lights shut off, while the living room stays lit. That's the level of customizable integrated home control provided by the Keyless Entry and lighting system. The IlluminEssence Key Fob Personal Controller carries a suggested retail price of \$249.95.

Monster Advanced 1080p Performance Maximizer for HDMI

In today's home entertainment systems, it just isn't feasible anymore to expect a 2- or 4-meter HDMI cable to be long enough for all applications. In many applications, HDMI cables need to be 75-, 100- or even 150-feet to meet the needs of today's high definition enthusiasts. The problem is that cables that long will not carry the HD signal at a high enough resolution for maximum performance. Over longer cable runs, high-bandwidth HDMI signals are prone to signal attenuation and timing errors, referred to as "jitter", which can cause aberrations in the picture, from streaks and flashing pixels to inaccurate color. Over long runs, the HDMI signal needs an extra boost. The Monster Performance Maximizer for HDMI is the solution. It's designed to extend a 1080p signal up to 200 feet for improved resolution. It also includes an optional external 5-volt power supply to power the circuitry. MSRP for the Monster 1080p Performance Maximizer is \$149.95.

Monster Advanced Switcher for HDMI

Many of today's receivers and HDTVs simply don't have enough HDMI inputs to accommodate the ever-expanding number of high definition sources from video game consoles to upscaling DVD players, DVRs, and more. Too few HDMI inputs can compromise an HD experience because HDMI components need to be hooked up using lesser connections such as component, coax, and even S-video, with a resulting loss of performance. The solution is the Monster Advanced Switcher, which connects three or more 1080p high-definition sources to an HDTV and let users control them with an existing remote. For maximum HD picture and sound from all HD components, Monster's Advanced Switcher instantly adds three new HDMI inputs to an entertainment system in order to hook up all HD components with the ultimate AV connection. Plus, the built-in infrared "learning" technology lets users control the switcher with their own universal remote to conveniently switch between connected sources. The Monster Advanced Switcher for HDMI delivers the absolute best picture and sound from a HD cable/satellite receiver, 1080p Blu-ray Disc™ player, HD-DVD player, PlayStation® 3, and more, without hassle of repeat hookups. MSRP for the Monster Advanced for HDMI Switcher is \$149.95.

Monster Power EPIR 2450 Empowered IR Power

Monster Empowered IR PowerCenter™ EPIR 2450 PowerCenter with Empowered IR control and distribution technology not only provides the most advanced power filtering and protection for A/V components, but also lets consumers use their remotes to control home entertainment components that are hidden in cabinets, far-off racks or closets.

Empowered IR PowerCenters continue the legacy of Monster Power innovations with the most advanced HD Clean Power™ filtering, T2™ and Tri-Mode™ protection, but they also represent a bold new direction of Monster Power with exclusive integrated IR remote control signal distribution that home theater enthusiasts will demand as a key part of their custom AV system. The included external IR receiver lets users keep all AV components out of sight for a super clean home theater décor. For maximum performance when used with today's modern home theater systems, Monster Empowered IR PowerCenters feature new HD Clean Power filters specifically engineered to get maximum performance from today's high definition digital home theater components for the best possible picture and sound. MSRP for the Monster Empowered IR PowerCenter™ EPIR 2450 is \$499.95.

Monster iSoniCast Wireless Audio Bridge for iPod

Monster iSoniCast Wireless Audio Bridge is a breakthrough wireless device that lets users enjoy music from their iPod over a home stereo system, with no batteries required. This two-piece audio bridge features powerful 2.4 GHz wireless technology for extended control range and superior sound quality. Intelligent frequency hopping minimizes interference while high-bandwidth 4Mbps streaming eliminates compression artifacts. The Monster iSoniCast Wireless Audio Bridge not only connects the iPod to your home stereo system, but lets you use your iPod to control playback, basically turning it into a wireless jukebox. The iSoniCast comes equipped with a two-meter mini-to-RCA cable for hassle-free integration into a home audio system. The sleek design of the base station adds to its attractiveness. The iSoniCast Wireless Audio Bridge MSRP is \$99.95.

Monster iFreePlay Cordless Headphones

Ideal for sports or gym use, Monster iFreePlay Cordless Headphones let iPod shuffle users listen to their music without headphone cords that can get easily tangled, annoying clips, armbands, or pockets. Unlike other headphones that require users to find somewhere to hold their iPod shuffle, the Monster iFreePlay lets you dock your iPod shuffle directly into the headphones thanks to the exclusive iDock™ port. The sleek wrap-around design is not only durable, it's also comfortable for extended listening. The design makes access to all iPod Shuffle controls easy, and the sonic performance is superb with pure full-range sound. MSRP for the Monster iFreePlay Cordless Headphone is \$49.95.

For more information, please visit MonsterCable.com.

ABOUT MONSTER

Monster, under its Monster Cable® brand, is the world's leading manufacturer of connectivity solutions for high performance audio, video, car audio, computer, console and computer gaming, professional audio and sound reinforcement. Monster, under its Monster Power® brand, is also the leading manufacturer of high performance AC power line conditioning and protection products for audio/video systems.

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