

MONSTER®

PRESS INFORMATION

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MONSTER PERFORMANCE CAR™ LAUNCHES 400 SERIES BATTERY TERMINALS AT 2007 CES

Scheduled to Ship in Q1 2007, MPC's 400 Series Battery Terminal
Includes PowerQuip™ Connection and Digital Voltage Power Meter

Las Vegas, Nev. Jan. 8, 2007 – Monster Performance Car™ is proud to announce that it will launch its new 400 Series battery terminals at the 2007 Consumer Electronics Show (CES), held from January 8-11 at the Las Vegas Convention Center, booth # 2622. Scheduled to ship in Q1 2007, the 400 Series Battery Terminals include PowerQuip™ connection and a digital voltage power meter.

“Monster’s 400 Series is for those enthusiasts who are serious about their car audio systems,” explained Noel Lee, The Head Monster. “The battery terminal is an often overlooked link in the chain, but it is a vital piece that ensures proper electrical current for your system’s power hunger needs. Monster’s 400 Series battery terminal is constructed of top-grade components to provide maximum power transfer. A unique feature of the 400 Series is the LED voltage meter which allows customers to easily monitor the performance of their vehicle’s electrical system without the need for tools or complicated test equipment.”

Additional features of the 400 Series Battery Terminal include:

- Positive terminals (LVCBC3+ and LVCBC4+) include digital power meter to monitor voltage
- Clear, high impact polycarbonate cover for maximum durability
- PowerQuip™ connection for 360° of surface area contact for maximum power transfer
- CBC3 features two 4 gauge outputs, and one 8 or 10 gauge output
- CBC4 features one 1/0 gauge output, one 4 gauge output and two 8 or 10 gauge outputs
- 400 Series exclusive Ultra Polished Mirror Chrome finish
- Pricing: 4-way Positive Terminal w/Voltmeter MPC P400 LVCBC4+ \$79.95
4-way Negative Terminal MPC P400 CBC4- \$49.95

3-way Positive Terminal w/Voltmeter MPC P400 LVCBC3+ \$69.95
3-way Negative Terminal MPC P400 CBC3- \$49.95

- 2-year product warranty

For more information on Monster Performance Car™, please visit www.monstercable.com/mpc

ABOUT MONSTER

Monster is known to thousands of audio, video, car, photo, computer, movie and music enthusiasts as the company that makes their other products work better. Starting in a San Francisco garage 25 years ago, Noel Lee, The Head Monster, created the first Monster Cable to get better sound from stereo speakers. He created an instant following with recording engineers and professional musicians with many of today's hottest CDs being mixed and mastered in studios completely wired with Monster Cable and powered by Monster Power.

The Monster brand now encompasses over 4,000 items including speakers, subwoofers, furniture, MP3 accessories, camera bags, cell phone headsets, PowerCells™, power line conditioners, voltage stabilizers, surge protectors and every kind of cable imaginable...all with a single focus: to help enthusiasts *Get All The Performance They Paid For™* from their favorite electronics.

Explore the world of Monster at www.MonsterCable.com

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