

MONSTER

Press Information

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MONSTER[®] ANNOUNCES NEW STRATEGIC PARTNERSHIP WITH HOME AUTOMATION, INC. (HAI)

Monster is Newest Distribution Partner for New Orleans-Based HAI; Specific Monster-Branded HAI Products to Work in Conjunction with Monster Central Control Solutions

LAS VEGAS, Nev., Jan. 8, 2007 – Monster[®], the world's leading manufacturer of high-end cables, accessories and power conditioning products, is proud to announce that it has entered into a strategic partnership with New Orleans-based Home Automation, Inc. (www.homeauto.com). Along with becoming Monster's newest distribution partner, Monster Central OnQ structured wiring enclosures and Illuminence products will also work directly with specific Monster-Branded HAI home control systems.

"Home Automation [Inc.] has been developing and delivering quality home control products to the industry for more than 20 years," said Jon W. Litt, director of home control products for Monster. "In addition HAI products allow for the integration of security, fire alarm, climate control, and lighting control, along with user interface products such as keypad consoles, touch screens, and web interfaces including PDA control. We are proud to align ourselves with such a respected home automation leader."

Litt explained that Monster will have a private labeled product in which the Monster Central name and logo will appear on the outside of the HAI enclosures, manuals, and touch screens. It will be designed to be installed directly within the Monster Central OnQ structured wiring enclosure for a complete home control solution, all under the Monster Central brand name. Monster Central Illuminence product will also work directly with the HAI panel.

Monster also announced that the company is going to make the HAI products available to its CI dealers, thus further adding to the value that Monster offers its dealers by providing a complete solution for the home.

For more information on Monster Central products, please visit www.MonsterCentral.com and visit Monster during the 2007 Consumer Electronics Show in Las Vegas, Nev. (1/8 -1/11 2007)

ABOUT HOME AUTOMATION, INC.

HAI is a privately held manufacturer of integrated automation and security products for residential and

commercial use based in New Orleans, LA. Incorporated in 1985, HAI has developed a full line of award-winning automation products, including automation controllers, communicating programmable thermostats, smart light switches, Whole Home Audio systems, and software that allows access and control of an automation system over the Internet. All products are sold through HAI's worldwide network of Distribution Partners and installed by over 1000 trained dealers.

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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