

MONSTER

Press Information

Contact: Daniel Graham
Phone: 415 716-2795
e-mail: dgraham@monstercable.com
www.monstercable.com/press

MONSTER GETS EMPOWERED AT CES 2007

Monster's Acclaimed Line of PowerCenters Now Feature "Empowered" Control Technology that Enables Remotes to Work Even When AV Components are Hidden

Las Vegas, January 8, 2007 — Monster, the world's leading manufacturer of high-end cables, accessories and power conditioning products, is proud to announce that it will be featuring its line of "Empowered" PowerCenters at CES 2007 at the Monster main booth 21402 South Hall. Monster's line of PowerCenters with Empowered IR control and distribution technology enables remote controls to work even when AV components are hidden in cabinets or in remote racks.

"Today's consumer wants as much of their AV components hidden as possible to both free up space as well as not detract from the aesthetic appeal of their home theater room...but that may come at a price," explained Noel Lee, the Head Monster. "By doing so, most remote controls won't work because there is no 'line of sight' for the remote's infrared beam to access the component's IR receiver. Monster's Empowered control technology has eliminated this issue so one can utilize Monster's vast array of power conditioning products wherever they need to be installed."

Monster Empowered control technology enables remotes to work even when AV components are hidden, so no "line of sight" is required. Empowered PowerCenter features include:

- IR control and distribution technology to ensure remote control signals reach visible and hidden AV components
- T2™ automatic disconnect/reconnect protection circuitry
- Tri-Mode™ circuitry with audible alarm and auto disconnect
- Digital AC Line Voltage Meter monitors incoming voltage
- Coaxial Connectors for TV, cable and satellite protection
- Network Connectors (RJ45) for satellite receiver, digital video recorder, and network protection
- Phone Connectors (RJ11) for satellite receiver, digital video recorder, and phone protection
- 24k Gold Plated Contacts for maximum power transfer and corrosion resistance

- Rack Mountable with removable rack ears included
- Color Coded Outlets with matching labels
- Extra Long 8 ft. Monster PowerLine® 100 Cable with Blue LED Power Flow Indicator
- Five (5) Year Connected Equipment Warranty and Five (5) Year Product Warranty
- Includes one IR receiver module for use when consumers want to hide components; also includes two dual head and one single head IR emitters to ensure IR signals reach AV components

For more information on Monster's complete line of power centers and Empowered products, please visit www.monstercable.com/power

For high res images of these products go to <http://assets.monstercable.com>

User Name: monsterpress

Password: monster

About Monster Cable®

Monster Cable Products, Inc. is the world's leading manufacturer of high performance cables for professional, home, and car use as well as computers and computer games. Monster Cable is an indispensable component for recording studios, sound professionals, musicians, custom-installers, music lovers, audiophiles, and home theater enthusiasts. Monster's audio cables have high performance sound characteristics that increase the clarity, dynamics and power of the audio signals that travel through them.

(08/06)

###

MONSTER CABLE®

455 Valley Dr., Brisbane, CA 94005

Phone: 415 840-2000 / FAX: 415 468-0204