MONSTER

Press Information

FOR IMMEDIATE RELEASE

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Monster Cable® Products, Inc. Announces New Reseller Protection Program

Brisbane, CA, January 8, 2007- Monster Cable Products, Inc., the world's leading manufacturer of high performance cables and power conditioning products, announced today it is cracking down on unauthorized reselling of its product in the Internet.

Effective January 1, 2007, Monster will require all Direct Dealers and Distributor Partners to sign addendums to their contracts requiring they obtain prior authorization to resell Monster products at retail, wholesale and on-line. This change in policy is to protect Monster customers, partners and resellers as well as to protect the Monster brand.

It is Monster's goal to ensure consumers who purchase their high quality/high performance products whether at retail outlets or over the Internet, are doing so through an authorized dealer. Monster will not recognize warranties on products sold by unauthorized resellers.

Monster's National Sales Manager of Distribution Dennis Schultz and National Sales Manager of eCommerce Jarod Smith jointly stated, "It is very important to Monster that our customers get what they paid for when they purchase at retail or online which is a product we can guarantee was manufactured by Monster and carries our full and complete warranty."

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.

(12/06) # # # #

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