MONSTER

Press Information

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Monster Cable Products, Inc. Announces Partnership with Online Brand Protection Company, Net Enforcers

Brisbane, CA- Monster Cable Products, Inc., the world's leading manufacturer of high performance cables and clean power, is proud to announce they have retained the services of Net Enforcers, Inc., to monitor sales of their products over the Internet. Net Enforcers is the industry leader in comprehensive online brand protection services. As part of the agreement, Net Enforcers will monitor and remove unauthorized sales of Monster products over all channels of the Internet, as well as monitor use of the Monster brand name.

It is Monsters' goal to ensure consumers who purchase their high quality/high performance products over the Internet, are doing so through an authorized dealer and an authorized website. Net Enforcers around the clock monitoring services will allow this to become a reality for Monster Cable. Net Enforcers package of proprietary software and Internet detectives will allow Monster to efficiently shut down violators, who are unauthorized to be profiting from the Monster brand name and Monster products.

According to Monsters National Sales Manager of eCommerce Jarod Smith: "It is very important to Monster that our customers get what they paid for when they purchase online which is a product we can guarantee was manufactured by Monster and carries our full and complete warranty. NetEnforcers will help us ensure that Monster products sold online are purchased only from authorized Monster dealers. This partnership combined with our new enforcement policy and new Dealer Agreements will help put a stop to unauthorized Internet sales of Monster products."

"Net Enforcers is looking forward to working with Monster Cable to help them obtain a firm grip on the problems that have grown from the increase of unauthorized Internet sales and popularity of auction sites taking advantage of grey market distribution", says Net Enforcers CEO, Joseph Loomis.

NetEnforcers is a pioneering provider of Internet-based, business-to-business brand and e-commerce protection services. Founded and operated by a skilled team of technology, legal, and enforcement specialists, Net Enforcers offers comprehensive, 24/7 Internet monitoring that identifies online brand, copyright, trademark infringement, channel and distribution abuse, software piracy, product counterfeiting, defamation and other threats to a company's valuable brand. Additionally, Net Enforcers is the ONLY enforcement and actionable solution in the industry today and is the choice of top manufacturers in the consumer electronics, pharmaceutical and automotive industries. Privately-owned NetEnforcers is retained by some of America's largest companies. For more information, visit www.NetEnforcers.com.

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.

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