

MONSTER®

PRESS INFORMATION

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MONSTER® CONNECTS WITH THE HD DVD MOBILE EXPERIENCE TOUR AT 2007 CES

Monster Provides High-End Cable, Controllers, and Power Conditioners for HD DVD Truck During World's Largest Trade Show

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 will be supporting The HD DVD Mobile Experience Tour at the 2007 Consumer Electronics Show (Jan. 8-11) in Las Vegas, Nev. by wiring and connecting critical components in the mobile HD DVD entertainment center that will be on hand during the exhibition. After CES, the newly Monsterized HD DVD Mobile Experience will be seen at the Superbowl on February 4 at Dolphin Stadium in Miami, Florida.

“HD DVD technologies and formats bring entertainment to a whole new level,” said Noel Lee, The Head Monster. “Monster cables and accessories allow HD DVD to be seen and heard the way it is intended to be...crystal clear and with signal transfer as unobstructed as possible. We are proud to be connected with such a powerful technology and with the North American HD DVD Promotional Group. .”

HD DVD provides resolution up to six times that of standard DVD (up to 1080p). Monster will be supplying the truck with speaker and coaxial cables for speakers and subs, HDMI interconnects, gaming A/V cable, handheld AV and lighting controllers, and power conditioners.

For more information on Monster's cables and accessories and HD DVD, please visit MonsterCable.com and TheLookAndSoundOfPerfect.com, or visit Monster and the HD DVD Experience at CES.

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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