

MONSTER®

Press Information

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MONSTER® WINS FIVE 2007 INNOVATION AWARDS INCLUDING TWO BEST OF INNOVATIONS HONORS

New Products With Cutting-Edge Designs
To Be Featured at 2007 International CES

Las Vegas, Nevada. Jan 8, 2007 — Monster is proud to announce that it has received five 2007 Innovations Awards for new products with groundbreaking designs. This year's five honorees include two Best of Innovations Awards. The award winning products are:

Monster Central® Home Theater and Lighting Controller 300 MCC AVL300-S was selected as an Innovations 2007 honoree in the Home Theater Accessories category. It was honored as the Best of Innovations 2007 in that category!

Monster Central AVL300 Remote Control and IlluminEssence™ Lighting Products
The Monster Central AVL300 Home Theater and Lighting Controller and IlluminEssence™ remote controlled light stations, dimmers and switches, are re-defining whole home audio, video, and lighting control. Combining unmatched control with simple web-based setup and personalization, the Monster AVL300 Controller can master even the most sophisticated home entertainment systems, yet is friendly enough for the entire family to use. Additionally, the AVL300 along with IlluminEssence Lighting System products make it possible to control lighting throughout the entire house, as well as seamlessly combining lighting and home theatre experiences with a single touch.

Imagine pressing just one button to set the TV, audio/video receiver, and other home theater components to the correct inputs. How about dimming the lights and start playing a DVD? Or what about pressing a button to turn lighting in different rooms on or off remotely? Costing thousands less and offering more than other complex systems requiring additional hardware, dedicated programmers, and costly installation, Monster Central AVL300 and IlluminEssence Lighting System products can simply be taken home and put to use immediately.

The Monster Central AVL300 Home Theater and Lighting Controller is available for a suggested retail price of \$599.95. Monster Central IlluminEssence Lighting System Remote Controlled Dimmers, Switches, and Light Stations range in price from \$99.95 to \$149.95.

Monster iCarPlay™ Wireless 200 A IP FM-CH200 was selected as an Innovations 2007 honoree in the Mobile Audio category. It was honored as the Best of Innovations 2007 in that category!

The Monster iCarplay Wireless 200 allows iPod® and iPod nano users to play stored music wirelessly through virtually any FM station on their car radios while simultaneously charging their iPods. It features exclusive AutoScan technology that automatically finds the clearest FM frequency so the user doesn't have to manually search for the best station.

With other FM transmitters, finding an FM frequency clear enough to enjoy an iPod can be time consuming and distracting—especially while driving. The Monster iCarPlay Wireless 200 incorporates exclusive Monster AutoScan technology that automatically seeks out and tunes in the clearest FM frequency available. Now it is possible to find the best station to enjoy tunes with one touch of a button. In addition, iCarPlay Wireless 200 clearly displays all essential information on the iPod's screen and features easy three-button control to directly access features and settings.

Other features include three programmable “favorite station” presets, international modes that allow use in North America, Europe and Japan, intuitive three-button control and ultra-low profile power adapter to minimize dashboard clutter. The iCarPlay Wireless 200 retails for \$99.95.

Monster Game® PLAYSTATION 3 Component Video & Fiber Optic Digital Audio AV Kit PS3 CV/F10 was selected as an Innovations 2007 honoree in the Electronic Gaming category.

Monster GameLink™ Component Video & Fiber Optic Digital Audio Cable Kit special high-performance pack elevates PS3 gaming and Blu-ray Disc movie experience and includes all the cables needed for 720p/1080i high-definition video and digital surround sound. Enjoy today's hottest game platform even more. It features 24k Gold Contact Turbine® and PS3 Multi-AV Connectors which provides greater contact pressure for maximum signal transfer and improved conductivity. Nitrogen Gas-Injected Dielectric Insulators maximizes video signal strength for the best possible picture. Silver-Content Solder Connections provide high-conductivity connections for optimum transfer of delicate low-level signals. The PS CV/.F10 features precision-Polished Fiber Optic Terminations. Extra Low-Loss Optical Fiber reduces digital “jitter” for clearer, more accurate game and movie sound. The Suggested retail price is \$69.95

PerfectView™ 450S FlatScreen PowerMount FS MP450-SA was selected as an Innovations 2007 honoree in the Video Accessories category.

The PerfectView 450S Flatscreen Mount is the integrated, all-in-one mount and power solution for today's discriminating flatscreen buyer. It's intended to be sold as LCD TV attachment. It is specifically designed for consumers who want to mount and adjust their flatscreen for optimum viewing and style in virtually any room, while maximizing picture and sound.

Mounting a flatscreen TV and protecting it from harmful power surges and AC power pollution used to be complicated and problematic. It typically required the help of a customer installer. Adjustable Monster Flatscreen™ PowerMounts with built-in Monster Power® technology enable consumers do it themselves and do it in style. With its powerful articulating Z-Fold™ swing arms and heavy-duty Tri-Hinge™ construction, the PerfectView 450S enables consumers to safely extend their TV off the wall up to 16" for optimum freedom of adjustment. Plus, it features convenient Monster SurgeGuard AC outlets and coax connections, preventing sudden power fluctuations from damaging their TV's sensitive electronics. Best of all, Clean Power™ circuitry filters power line noise and interference for clearer picture and sound from their TV. Suggested Retail Price: \$249.95

Outlets To Go 4 MP OTG400 WH was selected as an Innovations 2007 honoree in the Portable Power category

Monster Power, an industry leader in AC power products, has a wonderful new stocking stuffer for the holidays—Outlets To Go. This is a handy solution for those frequent travelers who need to plug in more than one electronic device when there never seems to be enough AC power outlets.

Outlets To Go is small, light, and compact and features a Monsterous patent pending road warrior design. It is superflat and features a built-in travel cord management system. Ultra wide spaced outlets fit bulky AC chargers without covering other outlets. It tucks neatly into a briefcase, purse, or other small spaces. The dual-side design provides for maximum number of outlets in a minimum of space. The lighted FlatProfile™ Plug and FlatWrap™ super-flexible power cord provides added convenience. The blue LED indicator light in the plug shows the outlets are receiving power. The built-in, resettable circuit breaker enhances hotel room safety by preventing dangerous overloads.

Monster Power Outlets To Go feature four outlet models retailing for \$19.99, and six outlet models retailing for \$29.99.

“We are very proud this year to have won five of these prestigious awards,” said Noel Lee the Head Monster. “ We are particularly pleased to have been honored with two Best

of Innovations 2007 Awards. We pride ourselves on our leading-edge designs and it is wonderful to get the recognition.”

Monster will showcase these award winning products at the International Consumer Electronics Show (CES) in Las Vegas, Nev. . Products entered in this prestigious program are judged by a preeminent panel of independent industrial designers, engineers and members of the trade press to honor outstanding design and engineering in cutting edge consumer electronics products.

International CES, which runs January 8-11, 2007 in Las Vegas, Nevada. The Innovations Design and Engineering Showcase will feature honorees by product category at Innovations Plus at the Sands Expo and Convention Center, Booth #68747. New for 2007: High-Performance Audio (HPA) Innovations Honorees will also be exhibited in The Venetian on the third floor, across from the San Polo Ballroom. Best of Innovations honoree products will also displayed at the Grand Lobby of Las Vegas Convention Center, next to Experience CEA, and at CES Unveiled: The Official Press Event of the International CES. Visit www.CESweb.org/innovations for details on Innovations 2007 Design and Engineering Honorees.

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