



For Immediate Release

**Monster Teams Up with Dr. Dre and Interscope Chairman Jimmy Iovine to
Design State-of-the-Art “Beats” Headphones
Engineered to Accurately Reproduce the Best of Today’s Pop Music**

Legendary Music Producer/Artist Dr. Dre’s First-Ever Foray Into Consumer Products

Las Vegas, NV, January 6, 2008 – Monster, well known for working with legendary musicians on countless productions recorded with Monster Cable and Monster Power products, is proud to announce the introduction of the first-ever product to be endorsed by legendary music producer and artist Dr. Dre. The new “**Beats by Dr. Dre**” high-performance headphones were conceived by Dr. Dre and mutually designed, with groundbreaking and inventive engineering by Monster. The headphones feature both a unique and futuristic style as well as newly developed sonic technologies for unprecedented state-of-the-art performance.

When world-class producers like Dr. Dre record their music, they utilize large high-performance studio loudspeakers and high-powered amplifiers to craft richly detailed musical soundscapes. Until now, however, consumers listening back to the music using conventional headphones have never had the opportunity to experience the full sonic palette of these recordings, with the full dynamic range, low bass, punch and clarity intended by the producers. To provide consumers with a brand new level of headphone audio performance, Dr. Dre, Jimmy Iovine, Chairman of Interscope Geffen A&M Records, and Monster, three of the most powerful forces in music and technology, teamed up to create “Beats by Dr. Dre.” Monster’s innovative sound and design engineers implemented the team’s vision.

Engineered to Meet the Demanding Sonic Requirements of Today’s Music

In order to re-create the rich, full sonic experience of today’s best recordings, “Beats” powered isolation headphones utilize technologies never before used in headphones, including a newly developed driver technology. The result is unequalled performance, with remarkably natural sound, incredible transient response and rich, deep bass – a Dr. Dre trademark. In development for two years, “Beats by Dr. Dre” are tuned personally by Dr. Dre and The Head Monster himself.

“When I’m making a track I’m trying to capture the sound that makes me go ‘now THAT’s the shit! And I want that reaction from everybody who hears it,” said Dr. Dre. “I spend a lot of time in the studio listening to my music through headphones...with Beats, people are finally going to hear it the way they should: the way I do.”

“Dre and I have been developing these headphones for a while and in Monster we found a partner that could work with us to crystallize his vision and develop them to the quality level he expects,” said Jimmy Iovine, Chairman of Interscope Geffen A&M Records. “Beats by Dr. Dre’ is yet another example of Interscope’s commitment to working together with its artists in developing new avenues to experience music.”

Noel Lee, Head Monster, noted: “Dr. Dre is widely-known as the most critical ear in music today. This rare partnership with such an iconic artist is a testament to the both the need for high-performance headphones and the singular quality of ‘Beats.’ Listening to music with Beats headphones is a true ‘ear opening’ experience; users will enjoy not only their comfort and style, but their sonic performance that is unequalled in any other headphone.”

Unique Design

“Beats by Dr. Dre” have a unique and avant-garde new look and that will revolutionize the headphone world. Everything about the sleek Beats headphones, from their glossy extra-wide headband and hip carrying case to the high-impact attention-getting packaging reflects impeccable style. The wide adjustable headband, hinged ear cups and high-quality Monster cable makes the Beats listening experience unmatched for comfort and function. A push-to-listen Mute button adds to the flexibility and convenience.

“Beats by Dr. Dre” headphones will come in a beautifully designed carrying case with anti-microbial cleaning cloths, a special Monster headphone cable, a mini-stereo to ¼-inch stereo cable adapter, as well as Monster’s iSonitalk, a microphone/headphone adapter for iPhones. Beats will be available in spring 2008 for a suggested retail price of \$399.95.

ABOUT DR. DRE

In addition to being a multiple Grammy award winning producer, Dr. Dre is an artist who helped create groundbreaking records with the group N.W.A. and landmark multi-platinum solo albums *The Chronic* and *Dr. Dre 2001*. He is currently working on his third and final album, *Detox*. Dre has also shaped the careers of numerous artists including Snoop Dogg and Eminem, who is signed to Dre’s record company, Aftermath Entertainment. Dre has been associated in producing countless hits for a range of artists including 50 Cent, Gwen Stefani, Mary J. Blige and Eve with a combined worldwide sales total of more than 80 million records sold over the past two decades. In early 2007, he announced a joint venture with his newly-formed Crucial Films production company and movie studio New Line Cinema.

ABOUT JIMMY IOVINE

Jimmy Iovine is the Chairman of Interscope Geffen A&M Records whose artists include U2, Dr. Dre, Eminem, Gwen Stefani, Fergie, Mary J. Blige, Nelly Furtado and The Black Eyed Peas. Prior to founding Interscope in 1990, Iovine was an acclaimed record

producer and engineer and was twice voted Producer of the Year by *Rolling Stone* magazine. He produced chart-topping albums for artists including U2, Tom Petty & The Heartbreakers, Dire Straits, Bob Seger, Patti Smith and Stevie Nicks and engineered albums for John Lennon and Bruce Springsteen.

ABOUT MONSTER

Monster, under its Monster Cable brand, is the world's leading manufacturer of connectivity solutions for high performance audio, video, car audio, computer, console and computer gaming, professional audio and sound reinforcement. Monster, under its Monster Power® brand, is also the leading manufacturer of high performance AC power line conditioning and protection products for audio/video systems.

Explore the world of Monster at www.MonsterCable.com

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