



For Immediate Release

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Monster Showcases New Empowered PowerCenters™ : *World's First Power Products with PLC Pass-Through Capability*

-- Will Not Interfere with PLC Signals Distributed Via a Home's Power Lines --

Las Vegas, NV – January 7, 2008 – Monster, a leading manufacturer power conditioner products, will demonstrate two new “first-of-their-kind” power products in its Empowered PowerCenter™ family at CES 2008. The new Monster® Empowered IR PowerCenters **EPIR 2450** and **EPIR 3650** provide the most advanced power filtering and surge protection to A/V components with new HD Clean Power™ filters and T2™ microprocessor controlled surge protection. Empowered IR PowerCenters also feature IR remote control distribution circuitry that lets users control A/V components even when they're completely concealed in closed solid-wood cabinets, far-off A/V racks, or even closets. In addition, Empowered IR PowerCenters are the first products in their category to feature PLC (Power Line Compatible) pass-through capability, allowing consumers to continue using PLC networking and internet access over their home's standard electrical wiring. Empowered IR PowerCenters wrap all this advanced functionality in a sleek new “butterfly” style chassis that matches the modern look of today's home entertainment systems and components.

Explained **Noel Lee**, the Head Monster: “As the newest addition to the Monster Power® family, our Empowered IR PowerCenters are optimized for today's high definition home theater components. With their innovative PLC pass-through capability, we're able to provide customers with the confidence to continue utilizing convenient PLC technology for broadband Internet access throughout the home, with the added assurance of complete surge protection and advanced power filtering. Of course, we've also included microprocessor controlled T2™ auto disconnect and reconnect circuitry, and patented Tri-Mode® surge protection. Most importantly however, our Empowered IR PowerCenters represent a bold new direction for Monster Power, offering exclusive integrated IR remote control signal distribution, a feature that home theater enthusiasts will demand as a key part of their integrated custom AV system.”

A New Level of Extended Remote Control Convenience

Empowered IR PowerCenters continue the legacy of Monster Power innovations with the most advanced HD Clean Power™ filtering, T2™ and Tri-Mode™ protection, but they also represent a bold new direction of Monster Power with exclusive integrated IR remote control signal distribution that home theater enthusiasts will love.

Enjoy a Super-Clean Home Theater Décor with Control of Hidden A/V Components

Each Empowered IR PowerCenter comes with \$300 worth of IR accessories, including an external IR receiver, two 8ft. dual-head emitter cables and one 8ft. single head emitter cable. The external IR receiver captures remote commands and sends them to the PowerCenter where they are then distributed to A/V components via the IR emitter cables. This eliminates line-of sight requirements for IR remotes, extending remote control reach even behind closed A/V cabinets where IR remote signals are typically blocked.

Empowered IR PowerCenter owners can keep all A/V components out of sight for a clean, elegant home theater décor while still maintaining full control of their home theater. No longer will people have to rely on semi-transparent smoked glass cabinets or open doors to control their equipment, and they won't be distracted by A/V equipment lights and displays while watching a movie or broadcast.

Best of all, the wide-angle IR "eyes," both on the external IR receiver and on the PowerCenter itself, give users extended remote control range. Commands sent from extreme angles will still be received and sent to the right A/V components.

The Ultimate in Innovation and Performance for The New Age of High Definition

Monster Empowered IR PowerCenters also lead the way with cutting-edge power conditioning for today's modern high-definition home theater systems. Their new HD Clean Power filters have been specifically engineered for maximum performance when used with HD digital home theater components.

Modern HD video and advanced audio equipment is highly sophisticated with complex, delicate internal circuitry that is particularly sensitive to electronic noise and interference. Today's digital HD electronics also generate unique noise and interference different from traditional analog A/V electronics. The New Monster HD Clean Power filters have been precision-engineered to meet the new, more demanding needs for electronic noise filtration in modern HD home theaters. Empowered PowerCenter owners can be assured they are getting the best possible HD picture and sound performance from their home theater.

EPIR 2450 Empowered PowerCenter

- IR remote signal distribution technology receives and transmits remote control signals to visible and hidden components

- PLC (Power Line Compatible) pass-through capability allows Internet access throughout their home via built-in power lines.

- Monster Clean Power Stage 2 with isolated high definition digital video, audio, and high current outlets

- Microprocessor controlled T2 auto disconnect/reconnect surge protection

- Tri-mode surge protection circuitry with audible alarm

- 6420 Joule rating to maximize surge protection

- 7 Surge Protected AC Outlets with sequential turn-on

- Surge protected coaxial, phone and network connections

- Digital voltage and amperage meters

- 4 Out/ 2 In IR control connections

- Includes external IR receiver and IR cables

- \$350,000 connected equipment warranty

- Suggested Retail Price: \$499.95

EPIR 3650 Empowered PowerCenter

IR remote signal distribution technology receives and transmits remote control signals to visible and hidden components

PLC (Power Line Compatible) pass-through capability allows Internet access throughout their home via built-in power lines.

Monster Clean Power Stage 3 with isolated high definition digital video, audio, and high current outlets

Microprocessr controlled T2 auto disconnect/reconnect surge protection

Tri-mode surge protection circuitry with audible alarm

6960 Joule rating to maximize surge protection

10 Surge protected AC outlets with sequential turn-on

Surge protected coaxial, phone and network connections

Digital voltage and amperage meters

6 Out/ 2 In IR control connections

Includes external IR receiver and IR cables

DC in and DC out triggers

\$500,000 connected equipment warranty

Suggested Retail Price: \$599.95

These products are currently available.

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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