



For Immediate Release

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**Monster<sup>®</sup> Ultimate Quality Cable For HDMI<sup>™</sup>, M1000HD, is Now Speed-Rated,  
 And The Rating is “Ultimate High Speed,” Of Course**

*-- Monster<sup>®</sup> “Advanced Cables” for HDMI Let Consumers Experience  
 the Ultimate Quality and Performance from High Definition Home Entertainment Components --*

**Las Vegas, NV, January 7, 2008** — Monster, the world’s leading manufacturer of high-end cables, accessories and power conditioning products, introduced the world’s first speed-rated cables for HDMI<sup>™</sup> late last year. The core cable line featured cables in four different speed ratings—Standard Speed, High Speed, Advanced High Speed and Ultra-High Speed. Now, Monster is proud to announce a fifth speed rating—**Ultimate High Speed**—a speed rating available on just one no-compromise, ultimate-quality cable, the Monster M Series<sup>®</sup> M1000HD. Monster<sup>®</sup> M1000HD is the embodiment of today’s most advanced connectivity technologies, resulting in incredible performance, reliability and durability.

M1000HD is designed to “future-proof” any home entertainment system; there is no Monster Cable<sup>®</sup> that’s faster or of higher quality construction. Customers need no longer wonder whether their HDMI cable will have adequate bandwidth for their application. This digital audio/video interface does it all, delivering uncompressed high definition video (1080p/60Hz and beyond), stunning 12-bit color, eight channels of digital audio for 7.1 surround sound and an integrated control channel—all in one cable. Plus, it eliminates digital-to-analog conversion between video sources and display for the most accurate high definition picture. Customers can be assured that M1000HD Ultimate High Speed cables will more than meet the requirements of higher bandwidth components now and in the future.

**Monster’s Cable for Life<sup>™</sup> Replacement Offer**

To provide the ultimate in consumer confidence, Monster’s M1000HD Ultimate High Speed Cables carry Monster’s *Cable for Life* replacement offer. If the components customers purchase in the future ever surpass the performance of the M1000HD they buy today, Monster will upgrade the cable absolutely free.

**Peak Performance Even Over Long Cable Runs**

Noel Lee, the Head Monster, states, “ As HDTV displays get larger, people are positioning their flat-screens further and further away from source devices, and screen resolution and color depth can be degraded by using long lengths of low-quality HDMI cables. M1000 HD performs even over long runs.

We are committed to staying at the leading edge of technology advances in cables and to creating products that exceed current specifications, providing great performance even at long lengths. This commitment reflects our 29-year history of building quality cables and our portfolio of over 100 cable and connector patents. Additionally, Monster's new speed rating and performance system makes it easy for consumers to know their cable will deliver the very best performance when used with today's most advanced home entertainment components as well as those of tomorrow."

### **Speed Medallions and Performance Bars**

All HDMI cables in the Core, Monster/THX Ultra Home Theater and M Series lines feature the Monster Speed Medallion System and Performance Bars on their packaging. The performance bars indicate what audio/video features each cable supports, so customers can quickly and easily select the right Monster cable for their level of HDTV. With Monster speed-rated cables for HDMI, the consumer now has a CHOICE of Monster cables for various performance levels of components, from standard and upconverting DVD players to Blu-ray™ and HD DVD™ players to the Playstation 3 and latest 120Hz HDTVs

### **At Retail: *Need for Speed* Education Campaign**

In addition, Monster has launched an educational *Need for Speed* campaign to educate retail salespeople and consumers. This program is offered to every Monster for HDMI retailer as part of Monster's M5 attachment selling program.

### **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.

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