



For Immediate Release

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## **Walt Disney Studios Home Entertainment and Monster Team Up for “Higher Definition” Educational Initiative and Promotion**

*-- Companies to Educate Consumers on How to Achieve “Higher Definition” Audio/Video with  
In-Pack Demonstration Disc Featuring Advice from Industry Experts --*

**Las Vegas, NV, January 6, 2008** – Walt Disney Studios Home Entertainment and Monster Cable announced today that they are teaming up to launch an educational campaign designed to educate consumers on benefits of “higher definition” home theater, Blu-ray Discs<sup>®</sup> and Monster<sup>®</sup> speed rated cables for HDMI<sup>™</sup>.

The campaign centers around “The Higher Definition Home Theater Experience,” a special disc for Monster customers available as either a standard DVD or Blu-ray Disc. The program, hosted by the charming podcast personality Cali Lewis from GeekBrief.TV, features leading industry experts discussing ways in which consumers can maximize their enjoyment of today’s exciting world of higher definition, including how to shop for hi def products, how to hook everything up and calibrate a home entertainment system to attain the best picture and sound possible.

The disc also includes clips from select Disney Blu-ray Discs, spotlighting spectacular picture and sound. “The Higher Definition Home Theater Experience” demo disc will be included free with selected Monster cable and power products. In addition, Monster customers are also eligible to receive a free Blu-ray Disc from Disney, providing a tremendous value incentive designed to drive retail sales and store traffic.

“Our hope is that this disc will help create additional demand for higher definition 1080p products, higher quality audio, and of course higher quality cables,” says Noel Lee, the Head Monster of Monster Cable.

“The combination of Disney and Monster provides a powerful high-value package for the consumer,” says Bob Chapek, President of Walt Disney Studios Home Entertainment. “We’re very excited to be working with Monster and we’re confident that its excellent training program will help bring the benefits of higher definition through products like Blu-ray Discs to the sales floor.”

Here’s a look at what the Higher Definition Home Theater Experience Demo will offer:

#### CHAPTER 1

Welcome the World of Higher Definition with Cali Lewis from GeekBrief.TV

#### CHAPTER 2

Behind High Definition: Bringing The Theater Home

#### CHAPTER 3

How to Shop for High Definition Home Theater with Dr. Mark Tuffy, Director of Interactive Media at THX, Steve Venuti, VP of Marketing for HDMI™ Licensing, LLC, Joseph Lias, President of Simplay Labs, LLC and Gary Reber, Publisher/Editor of Widescreen Review magazine

#### CHAPTER 4

Hook-Up Your Home Theater for High Definition Home Theater with Simple Tech Guru, Barb Gonzalez, author of "Home Theater Made Simple"

#### CHAPTER 5

Calibrate Your Home Theater for Maximum Performance with Joel Silver, President and Founder of the Imaging Science Foundation (ISF) Special bonus from Monster/ISF, HDTV Calibration Disc: “Are Your Pictures Colorful Enough?”

Welcome to the World of Blu-ray: The Higher Definition Home Theater Experience Demo

Welcome to the World Monster

Bonus: Home Theater Troubleshooting

This offer highlights Monster’s introduction of its new high performance speed rated cables for HDMI. These new cables will have speed rating medallions and promote the latest version of HDMI and beyond. Each Monster speed rated cable for HDMI will include the disc free.

“Disney and Monster working together to educate consumers is a powerful promotional tool for our retailers,” says Mr. Lee. “Practically everyone is a fan of Disney movies, which sound and look even more incredible in higher definition, particularly when hooked up using a Monster Cable for HDMI. We can now offer our customers the very best in high definition video, and incredible sounding audio, and introduce them to higher definition content such as Blu-ray™.”

To help retailers drive traffic, Monster will supply special ad slicks and in store POP materials supporting this free disc offer for all Monster Cable for HDMI customers.

Each package will include coupons for an instant in-store rebate on selected Blu-ray titles from Walt Disney Studios Home Entertainment, a mail-in offer for a free selected Blu-ray title from Walt Disney Studios Home Entertainment, and a free Blu-ray demo disc.

This exciting promotion will be rolled out to most Monster US and Canadian channels that carry selected products.

**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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