



For Immediate Release

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Monster Launches Intensive Retailer/Consumer Initiative for “Higher Definition” Education

-- Multi-Faceted Campaign to Include a Monster/Disney Educational Disc, “Home Theater Made Simple” book, Plus In-Store Training, Informative P.O.P. --

Las Vegas, NV, January 7, 2008 – Monster is taking the lead in educating consumers and retailers about the world of high-definition home entertainment with the launch of a new multi-faceted education campaign. The campaign is focused on helping clear up consumer confusion about today’s fast-evolving high-definition home entertainment technologies, as well as helping today’s new generation of younger retail salespeople effectively communicate the many benefits of HD to their customers and help them make wise purchasing decisions. The campaign features a specially created educational Disney DVD, a new *Home Theater Made Simple* book as well as a new in-store training program and high-impact P.O.P. materials.

“The high-definition home entertainment environment changes almost on a daily basis, and it’s easy to see why consumers and even retail salespeople can get confused,” said Noel Lee, The Head Monster. “As a leader in the development of ‘higher definition’ accessories, we feel obligated to do as much as we can to help people understand where today’s technologies are headed in as many mediums as possible, helping people gain a better understanding of the entire HD landscape, and how they can get the most enjoyment out of it. Our goal is to help people become better educated when they’re getting ready to purchase HD equipment, helping make sure they always get the most for their money.”

“According to the Consumer Electronics Association, an astonishing 56 percent of consumers who own HDTVs never watch in high definition,” Lee continued, “and 30 percent are not even aware they’re not watching in HD. Monster Cable is committed to educating customers about how to make the high-def connection and demystifying the sometimes overly technical aspects of today’s home theater. Naturally, our hope is that

this education campaign will help create additional demand for higher definition 1080p products, higher quality audio, and of course higher quality cables and power conditioning products.”

Here are some of the key elements of Monster’s new retailer/consumer educational campaign:

Disney “Higher Definition Home Theater Experience” Educational DVD

Walt Disney Studios Home Entertainment and Monster Cable have teamed up to create “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 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. 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.

The Higher Definition Home Theater Experience Demo will offer five chapters including commentary from leading officials on high definition, including:

- Welcome to the World of Higher Definition
- Behind High Definition: Bringing The Theater Home
- How to Shop for High Definition Home Theater
- Hook-Up Your Home Theater for High Definition Home Theater
- Calibrate Your Home Theater for Maximum Performance

Home Theater Made Simple -- Guide to Enjoying Better Home Theater

Monster is excited to be the publisher of *Home Theater Made Simple* by The Simple Tech Guru, Barb Gonzalez. This book is an expert but easily understandable guide to home theater installation and technologies. It will be sold online, in bookstores, and by CE retailers merchandised alongside the home theater equipment and cables to hook it all up. *Home Theater Made Simple* answers the urgent need for expert education of home theater installation and improving the home theatre experience, presented in a simple, straightforward style that anyone purchasing a HDTV or any new home theater component would want to have and would need to know.

With more than 300 illustrations and photos, Gonzalez's easy-to-read, step-by-step guide demystifies the complete world of high definition, from proper installation with today's advanced connections, such as HDMI, to expert component setup for the best possible picture and sound. *Home Theater Made Simple* empowers customers to “do it themselves” and feel comfortable making buying and setup decisions.

In-Store Training: Valuable Insight Into High-Def Connectivity, HDMI and More...

Monster's intensive in-store training program will concentrate on helping young salespeople better understand key aspects of the high-definition marketplace, and how to help customers shop wisely. In addition to helping salespeople understand how to hook-up a system for maximum performance, the training program will emphasize HDMI technologies, with the aim of ensuring that consumers fully understand all the benefits and how they select the proper equipment. The training will be focused on helping salespeople gain an understanding of Monster's new speed-rating HDMI cables system, with insight into how to achieve maximum performance with HDMI and advanced 1080p technologies, including deeper color, higher bit rates and high-definition DVD, as well as how power conditioning products are essential for both maximizing performance and protecting digital TV displays.

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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