



## MONSTER EXPANDS DISTRIBUTION OF HIGH-QUALITY ENTRY LEVEL HDMI™ CABLE

*-- Company to Expand Distribution of Its Entry-Level Standard Speed HDMI Cables to Give Retailers and Customers the Widest Range of High-Value, High-Performance Options --*

**Brisbane, CA, March 5, 2008** — Monster, the world's leading manufacturer of high-end cables, accessories and power conditioning products, today announced that it is expanding distribution of its high-performance, value-priced MC 500HD Standard Speed HDMI cables (SRP: \$49.95 for 1-meter length), this entry level product is part of the company's renowned line of **speed rated cables for HDMI™**. The move is part of Monster's strategic plan to offer a lower priced alternative to retailers. As part of its effort to widen distribution for its Standard Speed HDMI cables, Monster is providing its retailers with increased product distribution as well as a host of in-store educational materials to help spread the word about the enhanced performance offered by speed-rated cables.

**Noel Lee**, Head Monster, says: "By making our entry-level HDMI cables even more accessible, we're providing consumers with a more affordable alternative for enjoying high-performance HDMI connectivity. We now offer a wide variety of cable at price points and performance levels for virtually every need and budget, from the MC 500 HD for people who simply want to enjoy the best quality from today's high-def products to MC1000HD for those who want 100% assurance that they'll also be able to enjoy the optimum performance from all in the future pipeline as well. With our MC 500HD value-priced line, we're also giving our retailers what they've been asking for, namely, a lower-priced, high-quality cable that will provide complete satisfaction to their discriminating customers – at a price everyone can afford."

In addition to the MC 500, Monster offers a complete line of speed rated cables. These products are:

### 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.

(3/08 DBA)

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